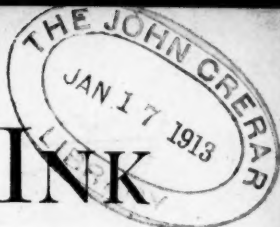


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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXII

NEW YORK, JANUARY 16, 1913

No. 3

UNDERWEAR is generally just underwear. Take almost any magazine and read the underwear advertisements—they're all about the same, aren't they? . . . Try it another way—what can you say about the underwear you wear that can't be said about half a dozen other lines? . . . We had the job of selling underwear put up to us a little while ago. At the start we had to convince the advertiser that he was not ready for consumer work, and for a year or so he concentrated all his efforts on the trade. Now he is telling his story to the consumer—and telling it so differently and interestingly and convincingly that both consumers and retailers in large numbers are asking where they can buy the goods. . . . This is just another evidence that a permanent relationship between agency and client is essential. We worked for more than two years to get distribution effected and preliminary sales work done. Without this long and intimate acquaintance we never could have done the job we did. This is why we seek to become acquainted with folks with whom we can grow in confidence and wisdom. . . . N. W. Ayer & Son, Philadelphia, New York, Boston, Chicago, Cleveland.



The Flags of Russia, Bulgaria and Bolivia Look the Same When Shown in Black and White

COLOR prevents the confusion of these flags and nations, and COLOR in your advertising prevents confusion in the identification of your goods by consumers.

❏ Familiarize the public with your package or trade-mark by showing it in its true colors on the cards and posters of the New York Subway and Elevated and the Brooklyn Rapid Transit.

❏ These great systems carry over **THREE MILLIONS** of Far-Riding, "time-to-read" passengers daily, which is more than **TWO-THIRDS** of the total traffic of Greater New York.

❏ The car cards and posters on these lines are a study in "winning colors." The foremost advertisers of America have long appreciated the advantages of our medium's brilliantly lighted color displays and the tremendous buying power of its immense circulation. We have many convincing letters from these successful firms. Let us show them to you.

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn

50 Union Sq.

WARD & GOW

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXII

NEW YORK, JANUARY 16, 1913

No. 3

LETTERS THAT GET THE BUSINESS

HOW THE PETER COOPER GLUE FACTORY CARRIED THROUGH AN ENERGETIC AND RESULT PRODUCING DIRECT CAMPAIGN WITH BIG BUYERS—SUPPLEMENTARY USE OF TELEGRAPH AND TELEPHONE

By H. S. Dudley,

Advertising Manager, Atlas Portland Cement Company, New York.

Pure joy in beating the other fellow at his own game is what makes a lot of selling letters get the orders. "Working above the ears," we used to call it; the delight that comes from knowing you can whip your competitor at any stage of the game by "using your head."

Prying a crack customer's account loose from a competitor's salesman is fun out on the road. I know, I was out selling furniture before I was twenty, but it can't compare with sitting at your desk in the home office, firing letter after letter at a man, and having those letters bring in the nice, crinkly orders just the same while your competitors' salesmen are covering that territory every few weeks.

That is my idea of pure, unadulterated delight. I remember how we all used to chuckle when a letter we were trying out on a selected list started bringing in the orders and inquiries.

Before you read some of the letters that produced these chuckles, I want to tell you a little something about the kind of a proposition we were up against.

These letters were all written for Peter Cooper's Glue Factory, of New York and Chicago. They originally went out from Chicago to trade west of Pittsburgh. The Cooper glues were manufactured by an organization founded by

Peter Cooper in New York in 1827, the same Peter Cooper who established Cooper Union, and left an indelible imprint on the New York of his time.

Well and very favorably known in the East for almost ninety years, early in 1909 they were known only to those western buyers with eastern experience, or to firms who had bought Cooper glues in some cases for upwards of fifty years, or since the inception of their business.

The total output of the Cooper plant was absorbed in the eastern market and little effort had ever been made looking toward a sale increase westward with a corresponding increase in production.

In 1909, however, John R. Morron, of Chicago, then president of the rapidly growing Diamond Glue Company, became president also of Peter Cooper's Glue Factory, and western development began with a rush.

He brought with him into Cooper affairs a number of young men who went at things energetically and worked almost every evening as well as every day.

In 1909 I was resident representative of the Diamond Glue Company in Cincinnati. In the fall of that year I was called up to the Chicago office to help put Cooper's glue on the Western map.

It was an advertising proposition, in a way, with a hook in it. This particular advertising not only had to make friends, create prestige, and all that, but it *had to get orders*.

It was also a strictly restricted selling proposition. In the territory then worked by the Chicago office—Pittsburgh to Denver and Minneapolis to New Orleans—there were scarcely 3,000 glue buyers of enough importance to warrant regular solicitation of any kind.

Of this number only half were worth keeping right after by road men, and perhaps 500 out of this latter 1,500 were the ones who really counted.

A SCATTERED AND RESTRICTED FIELD

You see the glue we sold was not the liquid which you buy from the corner druggist or grocer, but the dry bulk animal glue sold in 150 to 500 pound barrels, and used chiefly by the woodworking, paper making and other large manufacturers who added the water and cooked the glue into solution themselves.

So any general or even selected trade paper publicity would have been using bird shot when we needed dum-dum bullets and shrapnel.

It *had* to be a direct mail campaign. Many of the things which are made with the aid of good glue are attractive and pleasing to the eye and touch. But there is nothing charming or æsthetic about glue. It's a straight-out commercial necessity, and full of cold facts, but not pretty, so we had to go easy on the folders, inserts and practically all printed matter.

It consequently not only had to be a direct mail campaign, but it had to be letters.

Add to all this the fact that when a buyer gets his glue he may do fearful things to it in preparation and application and then blame the bad result entirely on the glue itself. You can readily see that most buyers were chary about changing their source of supply when they were getting glue that they were able to make work well.

Many of the following letters were prepared by L. R. Burch and the writer. Mr. Burch was then secretary of the company, and is now president of the Burch Kane Company of New York and Chicago, large makers of and operators in adhesive specialties of all kinds.

Remember that the primary object of the letters was to sell the Cooper product, their secondary to ram home the Cooper name in the mind of every man who read, and literary grace was third.

Practically all the letters given were tried out several times on small lists in preliminary form and polished a good deal before going out to the whole list. Some of them represent several days of solid work in restatement and rearrangement.

Here is a set of three which were mailed so the prospect got number one Tuesday, number two Friday, and number three the following Tuesday. (Notice we timed them to arrive on "light mail days.")

LETTER I

For ninety years all glues have been graded and judged according to Peter Cooper's.

You cannot discuss glue with any glue man for ten minutes without mentioning Peter Cooper's.

Are these not ample proof of their superiority? If you are inclined to doubt it, try them and be convinced.

Are you sure you are getting the best possible values?

LETTER II

Among the many solicitations of business which you receive daily, it is difficult to select those which are really worthy of your interest.

Your time is scarce, so overlooking the multitude of arguments in favor of our glue we make our proposition:

You tell us how you use your glue (we do not want the price or what you have been using). We will make you a shipment of what our experience has taught us is the best for your use.

Try it alongside of what you use now. If it does not make good, send the unused portion back at our expense.

Do not postpone this. We have yet to find conditions so perfect as to make an improvement impossible.

P. S.—The fact that for ninety years all glues have been judged and graded according to Peter Cooper's is an ample acknowledgment of their superiority.

LETTER III

Enclosed are copies of two letters written you. It will only

COLE MOTOR CAR COMPANYMANUFACTURERS **COLE** MOTOR CARS

INDIANAPOLIS, IND.,

Dec. 21, 1912

Mr. Robert Frothingham,
 "EVERYBODY'S",
 New York City

My dear Mr. Frothingham:-

The usual habit of human nature is to find fault when things are going badly. I feel we should turn this rule around and give praise when things are going well.

With 18,000 inquiries for our product from a preliminary expenditure of only \$10,000 is it not the fairer way to pause and give credit to those whose good will we have used in advancing our own?

It is no wonder, to our mind, that "EVERYBODY'S" brings such good results when it publishes month after month articles strong in their appeal to the rest of us.

Therefore, in the midst of a successful appeal by our advertising let us stop for a moment to thank you for affording us a means of speaking directly to such a high type of American citizenship, for these are the people in America we wish to reach.

Sincerely,

COLE MOTOR CAR COMPANY

J. J. Cole
 President

Everybody's Magazine

(Average monthly net guaranteed circulation 600,000)

W. R. EMERY

Western Mgr.

Marquette Building, Chicago

Robert Frothingham
 Advertising Mgr.
 New York

take a moment to run over them again.

Won't you just make a notation on the bottom of this letter as to when you will be in the market and for what?

No need to write a letter, just place your answer on the bottom of this sheet.

The following was one of the replies received in response to the third letter in the second try-out:

"Peter Cooper has been dead a good many years, but you are alive all right. We ordered some of your glue yesterday, and if it is as good as your system, we will be satisfied."

We got many more like that in the same mail, felt sure we were on the right track, and sent the series to our full list. The total returns were very successful indeed.

About six weeks later we got out another series of five, the first two going three days apart, the last three starting the second business day after the second and then going daily.

We had made some little tests which showed us that there were other angles from which we could go at it with letters though they hadn't looked right in personal solicitation.

SERIES OF FIVE LETTERS

I

In every new proposition which you have an opportunity to consider, there is a chance for a direct benefit to you.

Every advance in business or science has always been the result of a first trial.

You can secure better results with Peter Cooper's Standard Glues—especially adapted to your usage—than with others.

Besides this, there is no argument of any value except proof.

The proof of direct benefit is ready for you. Will you make the first trial and judge the proof yourself.

II

Perfection does not exist in glue room operation any more than in other business methods.

Improvement in glue production and in study of individual application to usage is constant.

You can appreciate its value to you as a consumer only as the result of a practical demonstration.

You can secure such a demonstration by writing us to-day. Our entire organization is at your disposal. May we hear from you?

III

As we all know, there are three ways of making more money: get better prices for what you sell, buy for less than you are now paying, or increase your output and lessen the proportionate cost.

Often it is the comparatively small things which are the most vital.

We think we can give you a glue which will please you better than that which you are now securing.

Write us and we will prove it at no cost to you.

IV

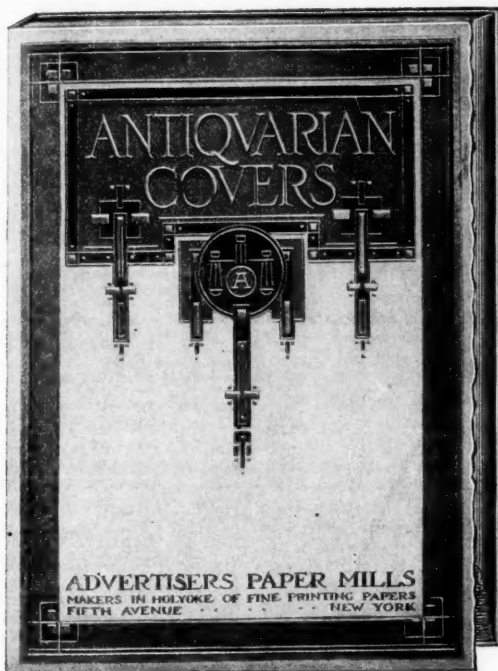
In order to secure the best possible glue for your particular needs, a thorough understanding between you and your source of glue supply concerning the exact way in which you use glue; just how you prepare it and just what it must do for you, is of vital importance.

You are, no doubt, receiving excellent value; but you can be sure that an improvement is not only possible, but probable, by means of intelligent co-operation between the maker and consumer of our product.

A little different chemical reaction or a slight change in the flowing or setting of the glue you now use, which could be accomplished only by such co-operation, would prove of very material benefit to you. We take pleasure in offering to you the services of some of the best posted practical glue men in this country for such a purpose. They are prepared to investigate carefully the adaptability of certain glues to your individual needs.

Glue may not be a very large item of cost with you, but the

THE BOOK OF ANTIQUARIAN COVERS



The Advertising Manager of a large automobile company, after receiving his copy, writes us:

"We will prize THE BOOK OF ANTIQUARIAN COVERS not only because it illustrates examples of fine printing but as a compact reference book when we are seeking a suitable cover paper for any literature which is in preparation."

Your copy of the Book is waiting for you. Ask for it.

ADVERTISERS PAPER MILLS

Makers in Holyoke of Fine Printing Papers
Fifth Avenue Building New York

results of its effectiveness are vital in determining the perfection of your finished product.

We have yet to find conditions so perfect that the co-operation which we offer you will not result in an improvement.

We ask that you investigate.

V

What you are after is money—more money—either by making or saving it. That means progress—not “letting well enough alone.”

Suppose you could call in a board of experts to advise you on any problem that arose in your business absolutely without charge. Would you do it? Of course you would.

Well, let's take your glue, for instance. You know just what you need in glue; maybe your glue maker knows, but the chances are he is sending you some glue that he thinks is probably about what you need.

You get along with it, and everything is fine. Now, here's where we differ from him. We could send you a good glue off-hand,—but we are specialists in individual usage. What we want to do is to study it out and send you the best glue you can possibly buy anywhere for your particular needs.

We offer you the services of some practical glue men, men who have spent their lives in the business, to help you on your problem. This means money—more money to you. A trial of this service and our product is at our expense.

Just write “Interested” at the bottom of this sheet, and send it back.

You will notice in the foregoing that we endeavored to present various appeals, calculated from what we had already learned to find a weak spot somewhere in the majority of buyers.

Another thing. In many cases the letter was addressed individually to the actual buyer, whose name we would take from our salesmen's reports. Our experience proved that on the whole the personal address was a big advantage in getting attention, often

influencing returns on the same letter by 15 to 20 per cent.

Others who have made a study of this have confirmed our results.

Right after this series closed we worked up a new one. We wrote the salesmen to secure the blank letterhead of each prospect approached. As fast as these came in we would have our stenographers fill them out about like this:

PETER COOPER'S GLUE FACTORY.

CHICAGO, ILL.

GENTLEMEN:

Your Mr. (salesman's name) was so positive that he could show us a definite economy by the use of Cooper's Standard Glues that I must confess I have given our glue room quite a little thought since his visit.

I am just about willing to be convinced that it's possible for you to make good, and if you will ship me a barrel of _____ at _____c. per pound, subject to credit and return at your expense if unsatisfactory to me for any cause, go ahead.

I really think you make a very square proposition, and I'll chance it.

Then we would put in, of course, the kind and grade of glue, and price from the salesman's report, also the buyer's title at the bottom, but leave the place for his signature blank. Right beside that place, however, we put a little detachable sticker, showing a pointing hand, and these words in red: “Please sign here and return in the enclosed stamped envelope.”

Then we would attach the “framed up” letter to one about like this:

DEAR MR. _____,

When our Mr. J—— saw you last week you were kind enough to give him a good interview.

First—thank you very much, for we know the demands on your time cannot be light.

Second—Mr. J—— happened to pick up one of your letterheads and sent it in, and as I held it in my hands this morning I was wishing so hard it was an order that I could almost see it change before my eyes.

So, just for fun, I'm enclosing the result, and I know you can't help smiling either when you read it.

But not for fun—in fact, in all seriousness, I know most of what Mr. J—— said, and know it was true.

If I were talking to you I think I could truthfully bring you even stronger facts.

Seriously, don't you think our proposition is a mighty fair one?

(Continued on page 97)

1912

During the year 1912 THE CHICAGO TRIBUNE has given to its readers 11,374 pages, composed of news, features, pictures and advertising. Each issue of THE SUNDAY TRIBUNE alone has contained the equivalent of three standard size monthly magazines. All this has been available to Chicago people at a penny a day and five cents on Sunday.

It would be idle to attempt statistics covering the nature of what has been printed in THE CHICAGO TRIBUNE'S news, editorial and feature columns during the past year. The achievement of which we are most proud is the increase of THE TRIBUNE'S *personal service* to its readers. That our principles and service are generally acceptable to our readers is best shown by the fact that we have more of them than ever before in THE TRIBUNE'S history.

The circulation of THE CHICAGO TRIBUNE is now at its highest point in the sixty-five years that THE TRIBUNE has existed. The verification of this fact is now being made by the official auditor of the Association of American Advertisers, an organization that prefers to see for itself rather than to be told.

January 1, 1913.

THE CHICAGO TRIBUNE'S advertising patronage is also at high water mark. During the year 1912 we have printed 39,739.95 columns of clean, paid-for advertising, which is the greatest volume ever printed in one year by THE TRIBUNE and a gain of 1,657.40 columns over the previous year. As an indication of THE TRIBUNE'S supremacy in this respect, it may be pointed out that no other Chicago morning paper has gained over 1911; that THE TRIBUNE'S volume is 67 per cent greater than that of the next morning paper; that the volume of TRIBUNE Want Ads is greater than that of the three other morning papers combined; that in the latest month of 1912 for which statistics are available THE TRIBUNE not only printed far more advertising than any other Chicago paper, but also more than the first paper in New York City.

Therefore, for this the most successful and most gratifying year in THE CHICAGO TRIBUNE'S history, we wish to express deep gratitude to our readers and to our advertisers, in Chicago and elsewhere, whose appreciation has made this record possible.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

WHAT THE ADVERTISER PAYS FOR

IMPORTANT FACTORS IN THE COST OF PRODUCING SPACE WHICH ADVERTISERS, AS A RULE, KNOW LITTLE ABOUT—PUBLISHERS GIVING MORE THAN EVER FOR THE SAME RATE PER THOUSAND—THE PRINT-PAPER INCREASE, WHICH HAS NOT BEEN OFFSET BY A RAISE OF RATES

By Roy W. Johnson.

Compositors' wages in New York have increased sixty-six per cent over the rate ten years ago; the wages of pressmen have increased sixty-three per cent; the same rate of increase applies to bindery employees; and feeders are getting 133 per cent more.

White print paper has gone up an average of \$7 per ton, which is about 17½ per cent. Linotype metal has gone up forty per cent. Reporters who used to start at \$10 and \$15 a week are starting at \$20 and \$25. There has been an equal increase in the pay of magazine editorial staffs. The past ten years have seen the inauguration of the "special article," and the rates for short fiction are constantly approaching a standard rate for the good magazines of five cents a word—six times the rate of ten years ago. A certain very popular author who would have gotten \$50 apiece for stories ten years ago, is able to contract in advance for a series of twelve stories at \$1,200 apiece, and gets a fabulous price for a single serial. The magazine which runs a serial by another story writer pays considerably over \$10,000 for the privilege.

A magazine which would have been acceptable ten years ago in a brown-paper cover of conventional design pays Maxfield Parrish \$1,000 for a single drawing, and makes the color plates on top of that. How many of those things are ever taken into consideration by the advertising manager who prides himself upon "scientific" purchase of advertising space?

A prominent publishers' representative of New York says: "Hardly a day goes by that somebody doesn't ask me what there is to justify the apparent high rates charged for advertising at the present time, while the indications are that they will go higher. I am convinced that there are a great many men buying advertising space who have practically no idea as to the cost of producing that space.

"The successful publisher, agent or solicitor makes it his business to know all he can regarding the cost of production of an article before he attempts to argue as to the advisability of advertising it. He finds out as much as he can about the other man's business. Why should it not be so with the man who is buying advertising space?"

Indeed, it does seem as though the advertiser ought to know something about the manufacturing cost of the space he uses, but as a matter of fact, he doesn't, and in many instances he will even argue that it "doesn't make any difference." He will kick at an increase of two cents in the line rate, when the very things that increase is paying for (better paper, better cuts, better contributions) are increasing the *quality* of the circulation much faster than the rate is rising. He wants a guarantee-with-a-rebate from the publisher, but if the circulation increases ten thousand copies during his contract, he objects to paying any more for it. The truth is that the publisher is paying more for labor of all kinds, and more for all the materials which go into his product, and the advertiser is paying the same old rate per line per thousand, and in many cases he is actually paying a *lower rate*.

Take the one item of increased paper cost. How many advertisers got the full significance of the figures brought out at the Pulitzer appraisal regarding the cost of white paper to the New York *World*, published in PRINTERS' INK for November 28? The *World*, in October, 1911, made a new contract for paper. It had

The World's Record!

The Los Angeles Examiner

Gained in Advertising in 1912 over 1911

6,711 Columns

or 1,879,000 lines

This unequalled gain follows four years
of approximately similar gains making

A Record Unparalleled in American Journalism.

The Advertiser has found that his money
brings the greatest returns from the news-
paper appealing to the home and the
business interests of the community.

The Los Angeles Examiner

M. D. HUNTON
220 Fifth Ave.
New York

W. H. WILSON
Hearst Building
Chicago

been buying paper for \$37 a ton, and the new rate was \$44. Florence D. White, financial manager of the Press Publishing Company, testified as follows:

The average annual consumption of white print paper by the Press Publishing Company is 50,000 tons, which, at the rate of \$7 per ton increase, means an additional expense for white paper for the year 1912 alone of \$350,000.

Nelson H. Botsford, auditor of the Press Publishing Company, presented the following comparative tables for the three months ending March 31, in 1911 and 1912, respectively. It is easy to see what the increased cost of paper did to the net profits:

QUARTER ENDING MARCH 31ST

	This Year.	Last Year.
Circulation revenue	\$ 591,470	\$ 571,257
Advertising revenue	1,029,305	980,467
Miscellaneous revenue	80,564	76,969
Total revenue..	\$1,701,339	\$1,628,693
White paper exp. \$ 503,565		425,844
Other expenses.. 1,011,602		963,717
Total expenses..	\$1,515,167	\$1,389,561
Net	\$ 186,172	\$ 239,132

The testimony of Melville E. Stone, general manager of the Associated Press, is full of allusions to the increase in the cost of paper, which did not affect the *World* alone, but was general throughout the entire newspaper publishing business.

Q. (By Mr. Berry). When did this increase take place in the cost of printing paper?

A. (By Mr. Stone). Well, it has taken place in this way, Mr. Appraiser: As I said, there was no settled value for a newspaper for white paper for many years, and newspaper proprietors went in and made contracts. Some made contracts for five years. Some made contracts for one year. Some made contracts for three years. When these contracts expired the market rose. If my contract expired last July, the increase took effect then. If yours expired in January, your increase took place then. The market rose as the market might rise in steel, or groceries, or any other commodity, but it advanced when those contracts expired. There has been a very marked increase in the last year or two. The market steadied, and then as a contract expired, the next contract would be made on a higher level, and then the next one. I know of some papers which had contracts for three, four and five years which expired last fall. They were then buying paper at what was

known as about 185, and now they are paying 213 and 215. That represents an advance of six and in some cases seven dollars a ton.

From the foregoing, it is quite evident that a general increase of rates to cover the increased cost of white paper was out of the question. The newspaper which had a paper contract at a low rate with a year or two still to run would hardly agree to raise its rates to accommodate another newspaper whose paper contract had just expired. Moreover, the newspaper with a smaller circulation and selling for two or three cents would not agree to a raise to please a one-cent paper with a large circulation. I quote from the testimony of Mr. Stone:

Q. If there should be an increased cost in the paper which would affect, all newspapers, are the newspapers barred, in any way, from increasing their revenue from any source. A. Why certainly.

Q. They are absolutely barred? A. No, there is no law against it.

Q. Can they all agree upon an increased rate of advertising? Can they not all agree to meet the increase of white paper by increasing the advertising rate? A. I suppose they could all agree to do it. I never heard of it being done in my lifetime.

Q. It is quite possible? A. There would be no motive for any New York paper—the *Evening Post*, which is a three-cent paper, with limited circulation, there would not be the slightest motive in agreeing with the *World* and the *American*, with their enormous circulations, and one-cent papers, to increase the cost of advertising. I do not say it could not be done.

Q. I mean to say, the New York papers will not be prevented from meeting their increased cost, possibly in a year, by increasing their rates of advertising? A. I know of no law against it. It can be done.

By Mr. Hornblower:

Q. Right there, Mr. Stone, what would be the effect by the policy of such a paper as the New York *World* increasing its advertising rates? A. To what extent?

Q. To the extent to effect white paper. A. If the New York *World* is face to face with the cost of white paper, as I believe it is, which would represent a reduction in its income of three hundred and fifty or four hundred thousand dollars in a year, and they should undertake to increase their advertising rates to meet that, they would destroy the paper.

Another factor which the advertiser seldom if ever takes into consideration when he is buying space is the cost of transportation, which of course is paid by

the publisher, whether he buys his paper at a flat contract price, *delivered*, or f. o. b. the mill or warehouse. For example, the paper for the *Sunset-Pacific Monthly*, San Francisco, is shipped from Covington, W. Va.—a haul which adds materially to the cost per pound. Publications in Texas must get paper from St. Louis or some more distant point, as is also true of most of the Southwest, including Tennessee. A rate of so much a line per thousand will "cover" more in Chicago or Milwaukee than in Dallas or Baton Rouge.

The following actual increases in the cost of white print paper over ten years ago are taken from reports furnished direct by the publishers. They show that the increase is not borne by any class of publications rather than another, and is not confined to any section of the country. They show, moreover, that the advertiser is getting much more for his money than he did ten years ago, because many of the increases include the cost of a better grade of paper.

The Portland (Me.) *Evening Express* and *Sunday Telegram* reports that its bill for print paper is 195 per cent more than ten years ago, due in part to a daily issue twice the size of that of ten years ago, and a Sunday issue half as large again.

The Class Journal Company, publishers of *The Automobile* and *Motor Age*, report a ten per cent increase in the cost of paper.

The New London (Conn.) *Day* pays forty cents a hundredweight more than ten years ago, an increase of twenty per cent on a rate of \$40 a ton.

The New York *Tribune* in 1902 bought paper at \$40 per ton. Today it costs \$47.50, an increase of over 18½ per cent.

The Topeka (Kan.) *Capital* pays ten per cent more than ten years ago.

The Seattle *Post-Intelligencer* gets its supply from Oregon City, Ore., and reports no increase in ten years.

Lippincott's, Philadelphia, pays ten per cent more.

A farm paper in Chattanooga, Tenn., reports a thirty-five per cent increase on paper shipped from St. Louis.

The *Farm Press*, Chicago, is paying an increase of seventy-five per cent.

Certain favorably located publishers are able to get paper at about the same rate as ten years ago, and the few who make extensive use of super-coated stock have not felt any advance because mechanical improvements in the manufacture of the paper have offset the increase in prime costs to the paper manufacturer. These represent, however, only a comparatively few exceptions, and the general run of publishers are paying from ten to forty per cent more per pound.

The advertising manager who is interested in buying space on a really scientific basis may find food for thought in the foregoing. Some figures have been collected regarding the increased costs in other departments—such as labor costs, circulation expenses, etc., which will be discussed in an early issue of PRINTERS' INK.

NASH WITH ARBUCKLE BROTHERS

Frederick W. Nash became associated with Arbuckle Brothers, New York, January 10, in a general sales and advertising capacity. Mr. Nash for a year and a half has been sales and advertising manager of B. Fischer & Co. (Hotel Astor coffee, tea and rice), and for seven years previous was with the sales and advertising department of the H. J. Heinz Company, Pittsburgh.

J. A. OUDIN IN NEW YORK

Joseph A. Oudin, who has represented the American Lithographic Co. for 18 years in the South, has been called to New York and will hereafter look after the interests of his company, at the Tobacco Products Corporation, the new \$50,000,000 concern.

Mr. Oudin is a nephew of Gen. Felix Agnus, proprietor of the *Baltimore American*, and was formerly a well-known special agent.

W. H. Henderson has resigned from *Woman's World* to go with the Curtis Publishing Co. He was formerly with the Butterick Publishing Company and later with the Wagner-Field Agency.

An advertiser is prone to judge the "attention value" of a publication from the replies received to an inquiry, indifferently emphasized in 5-point type at the foot of "pure publicity" or from the coupon received in reply to a direct mail order proposition.

Peculiarly, the advertiser placing the copy admits that it is interesting enough to command attention, and the product so vitally essential to the human race generally as to make it desired by it. If the replies which through some complex state of reasoning he figures "should cost me so much" do not materialize within that cost, he immediately classifies the Magazine as "without attention value."

Some, in fact, many advertisers have construed Sunday Magazines as publications "appealing to women." This in contradistinction to the fact that some of our biggest "hits" have been made in an appeal to men.

The American Correspondence School of Law sends its appeal to men.

The most costly appeal for pupils that it or any other correspondence school, so far as we can learn, has made, was made through a page announcement in four colors on the 4th cover of the November American Sunday Magazine.

This announcement was made after analysis of replies received from advertisements from twenty lines up to one hundred lines appearing during the twelve months previous.

Did an appeal to men in a Sunday Magazine of alleged "interest to women only" pay?

We assume it did for the reason that this same advertiser has a one-half-page announcement in our February issue, and at this writing is asking about a page in March.

He will not make public his records, therefore the extent of his satisfaction is to be computed from the announcements which have followed and will follow the original page in color.

Sunday Magazines are read by men and women, because they are prepared by experts to interest men and women.

The American Correspondence School of Law made its successful appeal to our masculine readers by making it a "compelling appeal."

It pays to fish for business among our 2,000,000 readers if you use the right kind of bait. You can't catch a live bass with a dead worm. Our readers are intelligent and discerning. If you want an illustration of "profitable advertising," send them the right sort of an appeal through the advertising columns of the Sunday Magazine. March issue closes January 25th.

American Sunday (Monthly) Magazine

220 Fifth Avenue
New York

908 Hearst Building
Chicago, Ill.

The new form of the American Magazine is physically attractive to the reader because it opens flat, can be readily folded for the pocket and each page just fills the eye.

The added appeal to the advertiser is an ingenuity of next-to-reading-matter arrangement that makes every position a preferred position.

The American Magazine

Forms Close on the 10th of the second preceding month

S. Keith Evans

Advertising Director
New York

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THE HAND-LETTERED AD

ITS ADVANTAGES AND SHORTCOMINGS—WHY ALL ADVERTISERS CANNOT PROFITABLY FOLLOW THE STYLES OF GORHAM AND TIFFANY COPY—ESSENTIALS OF METHOD

By W. Livingston Larned

Hand-lettered text in advertising has its devotees. In their efforts to secure something "a trifle less commonplace" or "a bit more classy," advertisers do not hesitate at paying almost prohibitive prices for elaborate lettering compositions, many of which require unlimited patience and skill in the production.

Are these advertisements always clearly legible?

Is it really wise to depart from type?

What difficulties are encountered by the lettering artist?

It is a generally accepted truism of the profession that lettering men are the poorest spellers on earth. However skilful, however accurate as to spacing, contour or composition, they will slip in a misspelled word now and then, much to the aggravation of the prosaic copy-writer, who can't understand why a man can be so "confoundedly stupid and ignorant."

May we offer an excuse for our artist's shortcoming?

"There's a reason," and a very, very excusable one.

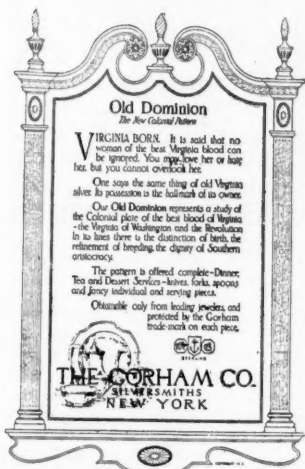
As many technicalities surround the laying out of a line of lettering as may confront a figure design. It is well-nigh impossible to space lettering according to rule or measurement. How the spacing *looks* rather than how it measures is paramount.

It becomes necessary to concentrate the mind upon three or four vital factors; spacing, alignment, general continuity of contour, character of individual letters and proper "breaks" when the end of a line is reached.

With his thoughts wrapped up in the purely mechanical requirements of his job, Mr. Lettering Man is apt to overlook spelling errors. A word "looks" correct.

In concerns where a number of lettering artists are engaged, a "proofreader" runs over the rough preliminary pencil layout, to catch mistakes in spelling, punctuation and omission of words or phrases. Not until his sanction is given is the draughtsman allowed to proceed with the finishing of his work.

To be artistically successful in his exacting profession, the artist should really have a fondness for his task. You might well assume that there is little sentimentally attractive in hand



THE QUINTESSANCE OF DIGNITY

lettering a long, tedious page of text, but those who are best known and who have become very efficient take almost an abnormal pride in their labors. They draw lettering because it comes natural to them; they would rather letter than make a Madonna; in their eyes, the universe is a printed page, with the A. B. C. of Gothic and DeVenne percolating through.

"What do you find of interest in lettering?" was asked a man who stands at the tip-top of his trade. "What constitutes genuine ability? Are there any quiet little tricks connected with it?"

"A lettering man," was the answer, "studies, criticises and dissects his art exactly as the painter watches color and the figure man anatomy. There is bone and meat to lettering. The foundation must

BAILEY, BANKS & BIDDLE CO.

Diamond Merchants, Jewelers,
Silver Smiths, Watchmakers, Watchmen.

Anyone in any part of the world may purchase from this House with the same degree of satisfaction as if each article purchased was personally chosen by our Establishment, by sending for

THE BAILEY, BANKS & BIDDLE CO.

"HAND BOOK"

ILLUSTRATED
which describes and prices
our most recent
importations and productions.

Diamonds, Precious Stones, Jewelry,
Silver, Crystal, Porcelain,
Watches, Clocks, Mahogany, etc.

The book contains many moderately priced
Chronometers, Watches and Personal Gifts,
and will be most purposed
to any part of the world.

Special photo studio with cameras
will be placed, if you will name
the article you want giving
our artists the idea of
the picture you want to pay.

BAILEY, BANKS & BIDDLE CO.

Chemist Street Philadelphia

AN EFFECT THAT COULD NOT BE REALIZED
BY FOUNDRY TYPE

be there. Correct letters have a framework. Various slants, angles, degrees of height and breadth all influence the finished product. Your lettering may be very pretty and refined, so far as the individual letters are concerned, but, for instance, if the spacing is poor, according to a practised eye, your finished job is inadequate. You know how it is with some figure men—illustrators, who are trying to climb the ladder of magazine fame right now; on the surface, what they do has a shabby gentility of style and correctness. For the first moment these pictures look all right. Tricks of light and shade and color cover up far more grave sins. Strip the figures of pigment and panoply and the hideous 'drawing' spoils everything. There must be a knowledge of anatomy.

"A lettering man has been studying the groundwork scheme of words all his life. He eats and sleeps type. He interprets the affairs of daily life after an alphabetical code of his own. When a fat, globular 'O' comes

next to a serpentine 'S' he juggles with it until it looks pleasing to the first hurried glance. He realizes that there is a popular idea of how words and sentences should appear. Man has been reading type for quite a few generations. Any radical departure from the accepted order of things arouses his curiosity and dislike. His eyes go back on him. They take violent exception, also, to unseemly liberties. You can go just about so far in eccentricities of lettering and then the eyes call a halt. They will have none of it.

"As for myself, when I have fifty or a hundred words to letter in, I first get a general plan of the space and the text before I put pencil to paper. I can see it there, I might say, in my mind's eye. Then I draw off parallel pencil lights, very faintly. These guide me and prevent my 'wobbling' or getting a line 'off balance.'

"Sometimes it is a two or three-time experiment to make the copy come out as it should—just even

Tappé

INC.

25 WEST 57th STREET
(No other store.)

Herman P. Tappé,
the originator of
"Tappé," has severed
all connections with
his former establish-
ment and opened a
new shop under his
own management at
25 West 57th Street,
New York City.



DOES HE SPECIALIZE IN COLONIAL STYLES?

and with every line 'breaking' according to rule."

One warning may be set down as an unflagging, unalterable necessity; do not attempt fancy, curlicue lettering. Avoid fun-

ny twists and angles. Eliminate kinks and abortive subterfuges of balance.

"Oh, I want unusual lettering," you will hear advertisers exclaim! "That's why I'm having it drawn. I don't want plain type. That's exactly what I'm attempting to avoid. Get as far away from the type case as you can. Give me something extremely artistic."

He is taken at his word and secures the "extremely artistic."

But it isn't plainly readable. It is not quickly and safely intelligent to old eyes, eyes unaccustomed to the modern tendency to "experiment with the tried and true." There are many old-fashioned people who have no manner of patience with petticoated and bombazined alphabets. They prefer their reading matter done according to the home-cooking recipe rather than French affectation, its legibility artfully disguised by three kinds of gravy and the contents of the spice box.

Beware of the hand-lettered text, slightly ornate, drawn for

confusing and deceptive. The "job" may seem splendid in its enlarged size, clear, clean and readable, but after the plate maker has finished, it is beyond hu-



FREQUENTLY ONLY HAND-LETTERING IS
DEEMED WORTHY OF THE IMPORTED
PRODUCT

I WANT A MAN

of good character, in each city and town to act as my

SPECIAL REPRESENTATIVE


No peddling, canvassing or other objectionable work required. Previous experience unnecessary. Duties need not, at first, interfere with your present employment.

EDWARD R. MARDEN, Pres.

I will assist the right man to become independent for life

If you are making less than \$2,400 a year and are trustworthy and sufficiently ambitious to learn and become competent to handle my business in your vicinity, write me at once for full particulars, my bank references, etc.

EDWIN R. MARDEN, Pres.
Jett Co. Operative Realty Co.
2324 Marden Bldg.
Washington, D.C.



My own business, - even nearly 200 employees handle the office details of the business, absent of business transacted by my clients or calling.

IT'S HAND-LETTERED, BUT DID THE SHIPPING CLERK DO IT WITH HIS BRUSH?

two or three reductions: that is, made at least two or three times larger than it is to actually appear. Such effects are extremely

man translation, save with the aid of an enlarging glass. Small loops in loop letters, such as p's, q's, O's or B's "fill up." When printed, the ink is apt to fill in these tiny spaces and a blur results.

"I always examine my drawings under a reducing glass," an advertiser said to us recently. "By this means I can be sure whether the cut in reduction will be all O.K." The gentleman is laboring under a mistake. This test is by no means final and fool-proof. It is one thing to look at the reduced effect with sharp inquiring eyes, close to a glass and quite another to put the drawing, lettering especially, through photographer, plate maker, blocking machine, routing, proof pulling, and cheap-paper, fast-press tribulations.

A drawing loses. Every process has a tendency to take from its original perfection of detail. The raised hairline of the plate "mushes up" with repeated print-

The GIFT for
You and Yours
Waterman's
Ideal
Fountain Pen

*The Quality Pen
Does not Blot, Skip
or Scratch, and is
Always Ready.
Lasts a Lifetime.*



CURLICUES MAKE FOR
CONFUSION

merely in a co-operative way.

Insist that the artist not draw his design larger than twice the size it is to be reproduced.

Select a simple style of type.

Under no circumstances "mix up" a variety of different fonts of type. Stick to one style throughout as far as possible.

Cut out all the fancy curlicues. They may look "pretty,"

ings on inferior paper. It is so much better, Mr. Advertiser, to be on the safe side. If you have cause to use a hand lettered design give more or less consideration to these fundamentally simple rules. They are suggested

of a hundred. It is difficult to read.

Upper and lower cases are consistently preferable, more easily deciphered.

Space between words. When you think there is enough, increase it a little. Remember the reduction.

Ask your artist to eliminate those fussy extra notches his artistic sense prompts him to attach to otherwise respectable lettering. You can dispense with the barnacles.

When there is much text, place the lines quite far apart.

There is nothing better than black lettering on a plain white surface.

See to it that the style of lettering is, characteristically, in sympathy with the thought and motif of your message.

It is painfully true of practically all letterers and designers, that their artistic senses will run away with them, unless they are wisely guided. They mean well, but after they have finished a lettering job, they run back to it in hot haste and tack on about two or three hundred extra and unessential fangdoodles, for extra measure. They want to "fuss" with a design. They dislike to "give it up."

One of the best tests I know is to take a partially completed lettering card and look at it from a distance of a few feet. The chances are that if you can't instantly and easily make the sense—separate one word from another, etc.—it will

come out disastrously in reduced size. One advertiser, who has been sorely disappointed in the past, now hangs his street car cards up, the length of a large office, from him and there permits it to stay until he has eyed it from every possible angle. At such a time as he is perfectly satisfied as to its legibility, he permits it to "pass" and only then.

(Continued on page 23)

DELIGHTFUL WINTER CRUISES	
EGYPT via the RIVIERA and ITALY By the Mammoth Steamers "Adriatic" & "Cedric" THE LARGEST STEAMERS IN THE MEDITERRANEAN TRADE From New York Nov. 30 JAN. 7 JAN. 21 FEB. 18 MAR. 4	PANAMA CANAL — WEST INDIES SOUTH AMERICA By the New Steamers "Laurentic" & "Meganitic" TWO LARGEST NEWEST AND FINEST STEAMERS TO TROPICAL WATERS From New York JAN. 8 JAN. 22 FEB. 8 FEB. 22
WHITE STAR LINE, 9 Broadway, New York	

THE EYE-DIZZINESS IS CAUSED BY THE CHANGE IN ANGLES OF LETTERS

but they are disastrous to legibility.

Leave a more than usual amount of white space around all hand-lettered text. It needs it.

Direct that your lettering shall not change angles—in others, one line should not run up and down, the other on a slant.

Outline lettering should be avoided nine-nine times out

Concerning Censorship
No. 6

THREE SILO FILLERS

THREE competing manufacturers of silo fillers offered us advertisements for **THE COUNTRY GENTLEMAN**.

Each of these advertisements contained, among numerous selling-points, this statement: "Our machine requires less power than any other," or words to that effect.

Two of the three must have been mistaken. But each was ready to guarantee the truth of his own assertion.

We could not admit all three:

first, in justice to the one which really did excel;

second, because the farmer who compared the advertisements would be given an excellent excuse for that old-fashioned remark that "you can't believe advertising."

We made two alternative proposals. One was a contest to determine which machine actually used less power. The other was the elimination of the offending phrase from all three advertisements. The latter was agreed upon as the simpler solution.

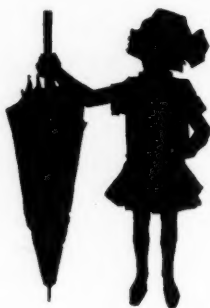
Each manufacturer perhaps felt that he was the injured party. From that angle, it would have been better for us to have had the matter settled by contest.

But on the whole, we venture to say that the sale of silo fillers generally has benefited by our refusal to allow a three-cornered variation of opinion to be aired in our columns, especially as the real difference was probably infinitesimal, and therefore of no material consequence to the purchaser.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE

PHILADELPHIA




When the minister called the congregation together to pray for rain only one little girl brought an umbrella.

When an advertiser makes up his list on the theory that no mediums are very good and he doesn't know whether advertising pays or not, he will probably find that his worst suspicions are verified.

The advertiser who believes in advertising will sift his mediums so as to find which pay best. Such an advertiser will inevitably be led to

FARM^{AND}FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio  Chicago

Good, old, faithful type is "mighty difficult to beat" at least we have the complacent word of the compositor expert on it. And a large majority of people do not know the legitimate assortment from which they may select. The word "type," according to their long understanding, covers a generalized collection of much the same junk. This isn't true. Type books may be had free for the asking, from any large printing house or type foundry. The volume will be found intensely interesting. Mr. Advertiser should have one at his finger tips.

It is perfectly possible to make type "talk." Did you know that? Literally, earnestly, honestly "jump out of the page" with pictorial value. Hand lettered text can be done intelligently. The Gorham advertising is a brilliant demonstration.

Tiffany ads have been hand lettered by a very accomplished woman for many moons. We do not believe that your job printer has anything in his type cases so graceful, so elegant, so individual, so refined. Here is an example where designed text lends quiet, and very intimate "personality." The feeling is experienced that these firms exert themselves to please. Their advertisements are invariably examples of good taste. That first visual impression, restful and reassuring, compels us to extend our trust to the advertised article. We have an unconscious feeling of security.

The manufacturer of refined and delicate articles has private license to indulge in hand lettering. We are in hearty sympathy with his ambition to get out of the beaten road—to surround his advertising with individuality. By the same measure of acquiescence, we want to state our anger when we see the ill-advised sales manager of a plow or a steam shovel concern permit the shipping clerk to hand letter that little two column six-inch affair in the *Steam-fitter's Monthly Budget* with the same brush he uses for directing boxed goods.

And some of 'em do it.

CALLS LEGISLATION UNINTELLIGENT MEDDLING

BOOT AND SHOE RECORDER
PUBLISHING COMPANY

BOSTON, MASS., JAN. 9, 1913.

Editor of PRINTERS' INK:

I read with some interest the association's advertisement in *PRINTERS' INK*, also the articles in *Leslie's* relating to the Oldfield bill.

Have you noted that the Oldfield bills seem to be twins? That is to say, this industrious member from Arkansas has introduced another bill requiring makers and sellers of shoes to stamp thereon a list of all materials other than leather used in the coming of the shoe, also the name of the manufacturer? This bill is as pernicious in its way as the other, although limited to a single branch of the trade.

This bill affecting the shoe trade is one of those specious panaceas which appeal to the careless and lend themselves admirably to political buncombe and the befooling of the consumer. At first glance the uniformed, non-technical consumer will nod his head wisely and say, "Why, yes; why shouldn't we know just what is in the shoes?"

He wouldn't be any wiser if he did know. He is already fully protected, because *wearing quality* is the main question. If shoes do not give him good service, he has full recourse to the dealer who sold them to him. He would not, in any case, go back to the manufacturer, and there is no reason on earth why the name of the manufacturer should be stamped on the shoe, except for the purpose of restricting and hampering the retail dealer therein, and destroying his independence of action—a monopolistic ideal of business which seems to appeal to certain interests.

There is every reason to believe that we shall have a flood of legislation of this meddling character proposed, coming chiefly from the high grass districts where manufacturing is unknown and general commerce is restricted to cross-road stores. There is nothing quite like the wisdom of a farmer concerning manufacturing and commerce, and in a general way, nothing on the face of the earth quite like some of the political ideas which develop full flower under the stimulating breezes of the trans-Mississippi region of this country. You can't help becoming radical and reckless to the point of being courageously idiotic, when you feed on the air of the plains. It gets into your blood and you are perfectly willing to do things without the aid or consent of any other nation, or without the aid or consent of the ordinary rules of business, the experiences of mankind, or the law of gravitation itself.

WALTER C. TAYLOR,
Editor.

Col. M. A. Aldrich has left the Rodenbaugh & Morris Trade News and Special Story Bureau, Chicago, to accept a managerial position with the *Chattanooga Times*.

COPY THAT HAS "ACROSS THE COUNTER" SALES FORCE

HOW AN ADVERTISER OF TOYS
PLAYED THE ROLE OF RETAIL
SALESMAN AND FOUND HOW TO
MAKE HIS APPEAL STRONGER—
COPY THAT WILL PROVIDE THE
RETAIL SALESMAN WITH REAL
SELLING POINTS TO USE

By Ernest Cohn,

Of the Kahn Tailoring Company, In-
dianapolis.

Several seasons ago a Mid-Westerner of ambition and ideas entered on a career as a manufacturer of toys and holiday novelties, launching a new and unusual line of goods. The line had merit and some strong points of individuality. The toys were all of a nature that would combine pleasure and muscle-building, and the manufacturing-inventor felt that under the name of, let us say, "Athletoplay," he could attract the attention of parents and win the favor of youngsters. He had a good thing and knew it, but, because of his limited capital, could not exploit it generally.

By means of personal solicitation he managed to place the line with many of the toy venders, department stores and gift shops in his own and a number of surrounding towns, billing what (for an initial season) were quite generous orders for pre-holiday delivery.

However, large as his individual orders were in some cases, he had a whole season's output to dispose of, and accordingly found it both necessary and expedient to place quite a little goods on a "consignment" basis.

This fact forced him to study deeply the problems of his dealers, for any goods left on the shelves of his consignment customers on the morning of December 26th would revert back to him, cutting down his profits and giving him a supply of returned and possibly shelf-damaged goods to dispose of as best he might.

This made him most alert to study dealer problems and sales-

manship situations, and forced him to keep on the firing line all during that season, forcing sales and urging clerks to push his line.

Besides, taking his cue from the tactics of larger manufacturers, part of his to-the-dealer argument had been a promise to advertise the goods in that territory.

His confined distribution limited the advertising to newspapers, car cards and store signs. By installing elaborate window trims for his dealers, the "Athletoplay" man found that he could help them push his goods, but personal investigation at the toy departments of his consignment accounts proved to him that something was lacking in his campaign.

His line had certain distinctive points which *should* have sold the goods to the consumer with little selling effort in the stores. Yet many of the clerks whom he watched at work seemed to have difficulty in closing sales. While quite a lot of the toys and novelties were sold, the percentage of shoppers who inspected the line but did not buy was discouraging. The "Athletoplay" man endeavored to locate the weak point, knowing that on his ability to do so depended the nature of the after-Christmas settlements of his consignment dealers—whether in cash or returned goods.

Consequently, he made it a point to ask a number of possible purchasers who, after having looked at the goods, turned away to purchase other articles, if they had noticed the newspaper ads. A number of them had, but seemingly had not been impressed by them, at least not to the buying point. Mr. Manufacturer found, however, that this question as to his advertising made a good sales opening for him, and, having secured the attention of the customer by his unusual question, he was able in many cases to close deals and make sales which the clerk had failed to land.

After the rush of the holiday season was over, he turned this matter over in his mind, until suddenly it occurred to him that the sales he had made after the

The Hill Definition of Service Is This—

To give 100 cents *and interest* for every dollar invested.

In order to do this it is necessary to publish, print and circulate the *leading* paper in each field.

It is necessary to make these papers friends, partners and right hand helpers to the important men of each industry represented.

To search out and find who these men are and land them on the list at full subscription price.

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:

***The Engineering and Mining Journal* (1866)**

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

***Engineering News* (1874)**

The standard Paper of Civil Engineering. Circulation 19,000.

***American Machinist* (1877)**

Devoted to the Work of Machinery Construction. Circulation 25,000.

***Power* (1880)**

Devoted to the Generation and Transmission of Power. Circulation 34,000.

***Coal Age* (1911)**

Devoted to Coal Mining and Coke Manufacture. Circulation 11,000.

To reach more of them than any other papers.

To sell a make-it-pay-you service instead of only you-may-pay-us space.

The result of it is that the Hill Papers have larger circulations, among more important men, at less cost per thousand than any others in their field—

And produce better results year in and out than can be got elsewhere.

These “be brave words”—we’ll prove ’em.

Address

Hill Publishing Co.

505 Pearl Street

New York City

failure of the clerk had in each case been due to certain specific arguments. The more he thought about it the more convinced he became that every sale he had personally closed had resulted from the promulgation of one or two of but few specific arguments. He was still more surprised when he remembered that those very sales-clinching arguments had usually been advanced only after the prospective buyer had asked certain questions concerning the goods.

Then and there he decided that if he could educate the clerks in the stores handling his goods to present those arguments as he had presented them, he could undoubtedly increase his holiday sales another season. Manifestly, it would be impossible to give man-to-man demonstrations of these selling points in every store in which his goods would be sold, but he hit upon the plan of making his newspaper ads do something more than attract attention to the goods. In fact, he had reached the point at which many manufacturers are surprised to find themselves, when they learn that it is impracticable to stimulate sales if you do no more for your goods than write ads about them *merely because you have promised dealers to do so.*

The next year he filled his space with concise, conclusive arguments—those arguments which had *proven* themselves efficient.

He also secured the names of the important clerks in the toy department of each store in which his goods were sold, making it a point to get this information at the time the advance-of-the-season orders were taken. To this list he sent reprints of his ads and literature concerning them. He offered prizes to the clerks doing the best work for "Athletoplay" and then (seemingly to help the clerk land a prize) he coached each one—by mail—in the art of selling "Athletoplay."

His tour of the shops that season was an agreeable surprise to him. The percentage of turned-away customers was exceedingly

small, and the clerks waxed enthusiastic in *creating* arguments in favor of the goods, in addition to quoting those which had been advanced in the newspaper ads. He found, too, that customers seemed more receptive to these arguments than they had been the past season when he—the manufacturer—had personally presented them in his attempt to accelerate sales, for he learned that a statement once seen in print is more apt to be believed when heard over the counter than one heard there for the first time. In other words, the sales increased because the arguments in the paper and in the store were the same.

His success during the season just closed—the third of his ventures—was so marked that before long he will have perfected plans to spread into additional territory. His campaign is to be an actual covering of the country with his goods, placing his argumentative ads back of them and seeing that the salesmen in each store where his line is handled receive copies of these ads as they are published, together with personal letters, explaining how to sell the line to the best advantage.

There is a lesson in this experience of the toy man, for the ultimate consumer is a curious creature—eternally curious, that is, and internally curious as well. His—or her—mind is an everlasting question mark, and the word "*why*" is always on his tongue. He wants to know what your goods are, what they will do for him and *how* and *why* and *when*.

And it is the duty of a manufacturer and distributor to answer all his questions. If he cannot do this personally, he will have to see that the stores in which his goods are handled are filled with a firing line of active, actual question answerers and sales pushers. For it stands to reason that the man who cannot give an intelligent answer to every possible question concerning the goods is not going to fulfill the maximum sales possibi-

ties in his territory or at his counter.

The experience of the toy man means that ads intended to be clerk-helpful should not only contain *reasons for the sale*, but it means more than that; it means that these reasons must be presented in a homely, man-to-man manner, reflecting in every exposition the wishes and anticipating the questions of the reader. To build such ads, conditions must be watched closely in the stores in which the goods are sold, and some manufacturers find it beneficial to conduct a *retail store of their own* for the purpose of coming in contact with the customer himself and learning how to handle him.

If the manufacturer cannot conduct his own "experimental station" store of this kind, it will be necessary for him to "shop around" in the stores of all dealers who handle his line. And if he does it *incog*, so much the better.

"Playing the customer" is a

mighty good game, too, in this work of writing national ads that will bolster up sales talk. *Actually buying* your goods over the counter is a plan that plays up the strength or weakness of your selling system. It is valuable not only because of the strong arguments of enthusiastic clerks which one may pick up for use in the big ads, but it is invaluable because of those weaknesses of selling which may be discovered, thus laying them open to correction.

M'CANN SECURES F. L. FAUROUTE

Fay L. Fauroute resigned January 1 as head of the copy department of the Charles H. Fuller Company's Detroit office to take a position as director of copy and plans for the H. K. McCann Company at its Detroit office.

Previous to his residence in Detroit, he was advertising manager for the E. R. Thomas Motor Company, and before that, advertising manager for the Olds Motor Works.

O. L. Dorworth, of the E. J. Hickey Company, and formerly of the Traver-Bird Company, Detroit, has resigned his position to go into business for himself.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

HELUP!

THE EDITOR
A Journal of Information for
Literary Workers.

RIDGEWOOD, N. J., Jan. 9, 1913.

Editor of PRINTERS' INK:

In response to requests from our readers we are endeavoring to compile a list of firms which are purchasing from the occasional contributor rhymes for use in their advertisements. Can you help us with any information you may have on hand regarding this?

THE EDITOR.

If *The Editor's* editor really wishes to do a favor to the advertising fraternity, he will tell his readers to desist. Some agents and advertising managers are having trouble enough persuading the boss not to run the "pome" his little niece wrote, without having the bung knocked out this way. And besides, the advertising department office boy has something more important to do than enclosing pink rejection slips in return envelopes.—[Ed. PRINTERS' INK.]

U. S. MOTOR REORGANIZATION

The bid of \$7,080,000 by the creditors' reorganization committee of the U. S. Motor Company was accepted last week by Judge Hough, in New York.

The bid, which was made by Henry C. Holt and William McAlister, Jr., representing the reorganizers, was as follows: United States Motor Company, \$3,700,000; Alden, Sampson Company, \$265,000; Brush Runabout Company, \$350,000; Columbia Company, \$390,000; Dayton Company, \$975,000; Maxwell Briscoe, \$1,400,000.

The name of the new concern is the Maxwell Motor Company. The new corporation will have a capital of \$37,000,000 and a cash working capital of \$3,000,000.

Walter E. Flanders is president, William F. McGuire, vice-president; Carl Tucker, vice-president and treasurer; M. B. Anthony, controller. The executive offices will be located in Detroit.

There will be three models which will be made leaders—two sixes and a four. The sixes and the new four were designed and developed by the Flanders organization. The new models will be a Maxwell 40-6, with a complete electric starting and lighting system, to sell at \$1,550 completely equipped, and the Maxwell 35-4, with self-starter equipment, at \$1,085. This latter car succeeds the Maxwell models 30 and 40.

In addition to the above models, the company will continue to build the Stoddard-Dayton Model 48, Model 38, and Model 30, also Stoddard-Knight models, and the Alden-Sampson trucks.

CHICAGO Y. M. C. A. ADDRESSES

The advertising classes of the Sears-Roebuck branch, and the Central Y. M. C. A. of Chicago, listened to an address on Thursday evening, January 10, and Friday evening, the 11th, respectively, by H. G. McEndree, of the National Advertising Agency. Mr. McEndree spoke on the subject "The Attractiveness of the Printed Advertisement."

R. W. Fox, advertising manager for the Benjamin Electric Company, who is in charge of the Chicago Y. M. C. A. advertising courses, has arranged for weekly talks during the winter season by men prominent in the advertising field.

ADVERTISER CONVICTED OF FRAUD

Robert Koch, Chicago, advertised to give women employment addressing letters at home. The answer was to be accompanied by a dime and he is said to have received 400 or more replies a day. In the Federal Court recently he pleaded guilty of conducting a fraud and was sentenced to three months in the county jail, fined \$250, and roundly scored by Judge Carpenter.

TRADE PAPERS DISCUSSED AT T. P. A. MEETING

"Trade Papers as Advertising Mediums" was the subject of the meeting of the Technical Publicity Association held at the Imperial Hotel, New York, January 9. The speakers were H. E. Cleland, of the Hill Publishing Company, and Lucius I. Wightman, both of whom told of their experiences with advertisers in the technical field. The speakers answered a question list suggested by the association.

"HOME LIFE" CHANGE

C. W. Wilson, until recently assistant to M. D. Hunton, the New York representative of the Chicago *Examiner*, Los Angeles *Examiner* and San Francisco *Examiner*, has resigned to become Eastern representative of *Home Life*. L. R. Wasson, until recently Eastern advertising manager of *Home Life*, has resigned to go to Chicago.

HOWARD DAVIS MADE BUSINESS MANAGER

Howard Davis, who for a number of years has been advertising manager of the New York *American*, has been appointed business manager. E. F. Hooper, who has been in the advertising department of the *American* for some time, has been appointed advertising manager.

William Nugent, associated with the Philadelphia *Record*, as New York representative and advertising manager, has been appointed advertising manager of the Boston *American*.

Mr. Guy F. Minnick

has been appointed

Assistant Advertising Director

of

The McClure Publications

Publishers of

McClure's Magazine

and

The Ladies' World

and Housekeeper

WALTER W. MANNING

Advertising Director

American Newspaper Annual and Directory

Published by N. W. AYER & SON, Philadelphia, Pa.

AUDITOR'S REPORT ON

TODAY'S

Published at CANTON, OHIO

By THE CANTON MAGAZINE CO.

Date of audit, December 21, 1912. Period covered by audit, 9 months,
April 1, 1912, to December 31, 1912, inc.

DETAIL OF DISTRIBUTION—Averages

Mail Subscribers	703,746
Dealers	19,657
Special Sales	
Free for Service	3,543
Sample Copies	
Total Average Circulation	726,946

Average circulation first month of audit (April, 1912)	.	687,595
Average circulation last month of audit (December, 1912)	826,241	
Month showing highest average circulation (December, 1912)	826,241	
Month showing lowest average circulation (July, 1912)	679,195	

To day's
Magazine for the Home

Will C. Izor, Advertising Manager

1 Madison Avenue, New York City

HOWSE & LITTLE, CO.
People's Gas Building, Chicago, Ill.

CHARLES DORR
6 Beacon Street, Boston, Mass.

General Observations and Particulars—(Date and Signature)

This audit of Today's circulation was made strictly in accordance with the fixed rules of the American Newspaper Annual and Directory—to cover a period of nine months and state results in averages; and to exclude from the count all magazines left over, returned by dealers, filed, used as samples or mailed to advertising agents, general advertisers and exchanges.

Account was taken, therefore, only of magazines mailed to paid-up subscribers, sold through agents, and delivered to a "complimentary" and "service" list representing only .49 of 1 per cent of total circulation.

Net paid circulation is consequently 99.51 per cent of entire distribution to actual readers likely to produce results for advertisers:

It is to be recorded not only that all data necessary to a complete and reliable audit was placed by the management at the command of the auditor, but that satisfactory co-operation and assistance were given him in the work of examination.

Whereas total average circulation for the entire period of nine months was proved to be 726,946 copies, following findings through analysis are also to be set forth:

	Production	Disallowed	Net Circulation
Average—April, May, June, July	700,125	16,662	685,463
Average—August, Sept., October	730,000	7,943	722,057
Average—November and December	853,500	32,256	821,244

It is proved, therefore, that the guarantees to advertisers by The Canton Magazine Company, each for its respective period as above, have been abundantly made good.

Verification of office records of production and distribution of output was made complete in every test, from proof of editions by cost computation to that of delivery by post-office and express company's receipts.

Of Today's total average circulation, Mail Subscribers take 96.81 per cent; Dealers (Agents) account for 2.7 per cent, and .49 of 1 per cent goes "Free for Service."

Chas. D. Sattison

Canton, Ohio, December 21, 1912.

Authorized Auditor

The Deadly Parallel Tells the Chicago Story

Total Columns of Department Store Advertising for the Past Five Years

	EXAMINER	Tribune	Record-Herald
1908	3,680.27	6,000.72	2,906.72
1909	4,509.04	5,487.72	3,452.35
1910	4,157.14	5,300.84	3,274.77
1911	4,658.12	5,189.92	3,611.99
1912	5,084.70	5,004.42	2,981.71

It will be noted that the Chicago Tribune has lost in Department Store Advertising steadily each year for five years. And the Record-Herald isn't doing very much. The Chicago Examiner has gained steadily, excepting one year, for this period.

Total Columns of Display Advertising for the Past Five Years

	EXAMINER	Tribune	Record-Herald
1908	11,226.81	18,153.39	11,613.80
1909	15,365.37	19,708.90	13,910.40
1910	17,193.84	20,276.25	14,040.22
1911	18,422.75	19,891.90	15,314.02
1912	18,746.57	20,745.48	13,417.64

It will also be noted that in Total Display Advertising the Chicago Examiner has gained each year for five years, while the two other newspapers are about where they were some years ago.

**It is the force and energy of the rising
tide in the**

Chicago Examiner

M. D. HUNTON

Eastern Representative

220 Fifth Ave.

New York

IS BOOK ADVERTISING WITHOUT REMEDY?

THE REALLY DIFFICULT PROBLEM OF THE PUBLISHER WHO MUST SELL, NOT ONE BOOK, BUT A WHOLE "LINE" OF BOOKS FOR A CERTAIN SEASON—GOOD BOOK ADVERTISING DIFFICULT BECAUSE OF PARALYZING TRADITION

By Henry B. Harvey,

Formerly Advertising Manager of A. C. McClurg & Co., Chicago

Most discussions of book advertising begin with the savage assertion that nearly all of it is bad. This is not true. Lots of book advertising printed in the last ten years has been first rate; some of it fine. Here is the real trouble: No one has ever really found out the best way to advertise books, and if you could persuade ten publishers to be really naïve and confiding, nine of them would tell you exactly that.

You must understand that I am referring to the general book business; the kind that is concerned with selling books to the trade, and advertises with the idea of inducing the reader to go to his bookseller for the titles described.

The other sort—publishers of sets, of encyclopedias, of dictionaries, who use space to get direct orders; "scheme" publishers; all of those are on much surer ground. They can trace returns.

But the publisher who confronts his fall season with several dozen novels, biographies, travel-books, and so on, which he greatly desires the public to buy, has, in most cases, no solid facts to fall back upon. He knows that he must advertise; he knows that his authors expect it; that they are opening their newspapers eagerly every morning, and that they are ruffling the pages of the most expensive magazines in the all-too-fond hope of finding a striking full page display devoted to their first books. He knows that his mail is going to be largely composed of reproachful letters from his flock, if he doesn't appear to be

expending vast sums in their behalf.

And the trade—the insatiable fifteen thousand booksellers who want to know "*how* he expects *them*," etc., etc. So, doggedly he makes his appropriation, doggedly he spends it trying to make an impression on his authors and his dealers, and perhaps, by George! with the idea of inducing thousands of American citizens to rush to the nearest book store. But of this last possibility he can never know with any reassuring certainty. Time will tell him whether a book is selling; but whether because the dealers like it and "push" it, or because it happens to sweep the reviewers from their cynical security, or because "friend recommends it to friend"; or whether because he spent \$5,000 in the magazines or newspapers, will always remain to him an unsolved mystery.

Of course it would be absurd to say that advertising does not sell books, but you must remember that the publisher cannot spend much money on the "average" book. And it is the one or two thousand dollars that he feels that he *must* spend on each of these average titles, that is, sent out into the dark from whence there may be no return. There are plenty of instances when a professionally-conducted campaign has boomed a worthy novel (or an unworthy one, for that matter) into a tremendous sale. Also the limited advertising of a special book in special mediums is likely to yield definite returns. On the other hand, I know definitely of many books that have done very well indeed with no advertising in the general sense; they have simply "caught on" in spite of it, and brought joy in their train. And what joy! With a start like this the publisher can regard his book as a proved possibility and proceed to spend money on it with real enthusiasm. Another case is a firm which makes a specialty of getting out books that please the dealer; that look to him like lively sellers on account of their taking appearance, novel make-up, and

popular contents. This firm is not engaged in uplifting literature, they are manufacturing good merchandise, and their success is one of the wonders of the business. Yet they spend very little on advertising. They study the market, they know the trade, and they arrange to meet the demand.

The string of examples could go on and on—all experienced book men know about them. Yet I maintain that with the beginning of every season the publisher contemplates his list gloomily, and wishes most fervently that he *knew* just how to promote each title that is counting on his paternal wisdom to guide it to success. Custom and tradition have arranged certain well-known methods for him; he can fall back on these and feel that anyhow he is doing the best he can, or what the other people are doing, or something. But can he *prove* that any of these are going to pay for the money they require? Nine times out of ten he can not. These tenth times are the ones you hear about; something special was worked out, and made to pay, but it won't necessarily work on the next book, or on a similar book next season.

And there they are—the perplexed publishers—and there they have been for the last twenty years. Are they going to be there twenty years more?

But regardless of the lack of definite evidence of a fortifying nature, most publishers have always advertised; and have tried as many ways as ingenuity can suggest. There isn't any space here for a study of the development or variety of book advertising, but there are some of its troubles that I might indicate.

Many of the best general advertising men have always been very scornful about the way the publishers did their advertising; they are the ones who have made the statements that most book advertising is very bad. Unfortunately, expert as they unquestionably are, these deriders know very little about the publishing business and its complications.

The principles they have learned and applied with such success cannot always be utilized in this mysterious and difficult field. From their standpoint much of the book advertising they have seen *has* been bad, but that does not prove that it hasn't done its little work.

In the flush of their prowess with merchandise that people really have to have; that can be presented simply and strikingly; that can often arouse interest by the merest inference; these experts do not realize that books are something very different. No one really *has* to have the modern advertised novel. He cannot shave with it, wear it in cold weather, or feed it to his children. And then anyway the torrent of magazines has deprived our citizens of the time they might like to devote to even very mediocre fiction. So I must ask these gentlemen to look back of what meets their eye before too rashly condemning the traditional book advertisements. All the more reason, they will say, that if the product is difficult it should be presented along the lines of live advertising methods. Not necessarily. The publisher has to do what he can with a little money, and there are still quite a lot of "bookish" people who do not want books offered to them as explosives.

Nevertheless the general criticism has had its effect, and the observant eye can easily detect in current book advertising many sorrow-provoking efforts to "ginger it up," to introduce the "punch" to provide "atmosphere" copy. Some time I am going to present some of these shining examples to the intelligent advertising men who read *PRINTERS' INK*, and ask them if they feel forcibly impelled in the direction of their favorite book store.

Of course, we all know of instances where just the right book has been put into the hands of an expert advertising man, and exploited by the best professional copy and display, with gratifying success. But this cannot be done often, and the partially-submerged

"average" books will, on the whole, come out nearer home along gentler channels.

But if expert general advertising counsel and methods are too expensive, and not always practical, for the larger number of the books on a publisher's list, what of some of the sins he commits when he too easily falls back on routine and tradition? The writer of these observations has been in both the general advertising business and the book business, and finds his prejudices and his sympathies on both sides of the fence. What of the publisher who writes his advertisements so that they give no idea of the time, place, and the girl; the publisher who always believes that a few glowing words quoted from the unheard-of country weekly are going to convince anyone of anything; the publisher who joyfully offers a yard of "press-notices" which proclaim his novel "thrilling," "gripping," or "absorbing," but which gives no idea whether the tale be of the Canadian Mounted Police, or splendor of early Rome?

These are only a few of the things that are likely to pain the logical advertising writer. There are plenty more, worth an article in themselves. The reason for a lot of the nonsense which you see printed is the fact that whoever writes the advertising does not or cannot give his subject the proper study. He does not go into it in anything like the way a general copy man digs into his "proposition." He has a lot to do, there are about a hundred books to write up; tradition and custom excuse him for being perfunctory. Why should he dig? All the fine old resonant phrases of book advertising are waiting for him, "ready to put on." All those well-tried "openings" are carefully preserved in jars available for immediate use.

Let us see how easily a book advertisement can be made without using any but the very best approved and government-inspected phrases.

We must begin with a variation of one of the most popular

"openings" of recent years. Thus: "If you were the beautiful daughter of a rich street car conductor and you found yourself hanging by the hands from the roof of a deserted barn, what would you do?" (*The "punch" at the very outset, you see; then back to familiar ways.*) "Just what would have happened to winsome Clara Brady had not a huge gray touring car come whirling down the road would be hard to say" (*and indeed it would*). This is the thrilling situation at the beginning of George George George's new story, and none of Mr. George's thousands of admirers need be told that their favorite author had given them another fascinating book. (*Now then.*) It is full of good red blood, the tang of nipping mountain air is in every page, the plot is absorbing, gripping and breathless in its intensity (*or vital, compelling, or moving, as you please*). The reader's interest is held from cover to cover (*this phrase is inevitable*), as he is hurried from one thrilling climax to another. The hero is a clean-cut, athletic young American, who *does* things, and the heroine will win the reader's heart as easily as she does her lovers. No more fascinating type of breezy American girlhood has, etc., etc.

You may not believe it, but speaking as one who has read nearly every book advertisement in the past decade, I can solemnly assure you that the sample constructed above is an excellent example of the main idea of many of them. That is what I mean when I speak of the laziness or lack of time that prevents these writers from putting any heart or thought into their copy.

These reflections are only a thought on the subject; it deserves many more. Some of you who read this may contend that I had said nothing illuminating or proved nothing; that I have suggested no cure. Possibly not, but I am willing to make a wager that my article will be read with more than one throb of sympathy by book men at least.

IS THE "FLAT RATE" A REAL BENEFIT?

ADVERTISER ARGUES THAT IT IS NOT, FOR IT DOESN'T EXIST, EXCEPT ON THE CARD—FEW "FOREIGN" ADVERTISERS CAN HOPE TO GET SAME RATE AS LARGE LOCAL USERS OF SPACE

By Grafton B. Perkins,

Advertising Manager, Resinol Chemical Co., Baltimore.

The best argument against the flat rate is that it does not exist. Prove it? Prove it for yourself. Ask the next advertising solicitor or foreign representative who calls on you with a "flat" rate-card if he would accept your contract with the provision that "no other advertiser, local or foreign, enjoys a lower rate, for any amount of business." With barely enough exceptions to prove the rule, he will say "No."

And it is perfectly right that he should. Only the merest beginner in space buying would expect otherwise. While with a "flat" rate we reasonably expect to buy our advertising at the same figure as any other *foreign* advertiser, none of us hope that we, with a contract of ten thousand lines or so, will get the same price as the big *local* advertiser, who will use many times that figure.

What, then, has become of the boasted "flat" rate? It has vanished into thin air. It is a flat rate, *except*—?

I accept it as perfectly just that the local buyer of big space should profit by a lower rate than I, who take but a tenth as much as he. Why should another advertiser, who in turn buys a tenth as much as I, be able to get his space in a given "flat" rate paper as cheaply as I, simply because we both happen to do business outside the town where the paper is published?

And yet the cry goes up from every side, "Give us a flat rate!" Do we get or ask for a flat rate in anything else? If Smith's plant uses but a hundred tons of coal a year, he accepts without murmur the fact that Jones gets

a comfortable reduction when he buys a thousand. And Brown, when he stocks his house for the winter with ten tons, does not expect to get it at the same rate as Smith. Neither Brown nor Smith advocate a "flat" rate for coal. Nor, if I buy flour by the sack, do I feel injured because you, who buy a barrel, are favored accordingly—there is no insistent demand for a "flat" rate on flour!

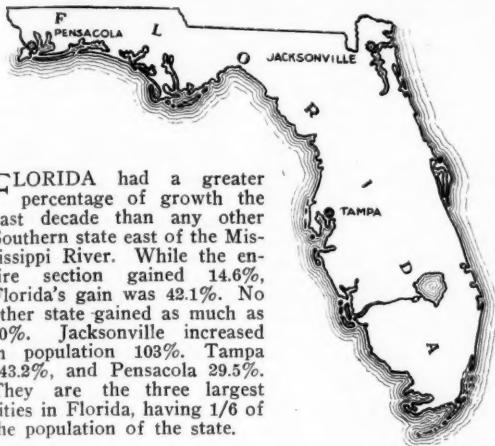
Certainly there is little precedent for the "flat" rate in other commercial transactions. Elsewhere we readily acknowledge that sales in large quantities can be effected and deliveries made at lower cost *pro rata*, and that, therefore, the heavy buyer should share in this saving. It costs little more to solicit a ten-thousand line contract than a thousand line one.

There are two arguments for the flat rate. One, its convenience, and the other, the rather hazy idea that in some way, under a "flat" rate, the other fellow isn't getting a private deal at a lower rate than you are getting for the same amount of business.

The second argument is hardly worth answering. That there is any less chance of the rate being cut when one figure is quoted for all quantities of space than when the card quotes a sliding scale from a hundred lines to ten or twenty thousand will not bear the test of serious consideration. In fact, is not the shoe on the other foot? The "flat" rate-card gives no hint of the more favorable local price, while with the sliding scale one naturally infers that, the terms for ten thousand lines being less than those for five thousand, any advertiser who can get into the hundred-thousand line class can hope for further reductions, even though the card does not quote beyond ten thousand.

As for convenience, I realize as well as anyone that the "flat" card is easier and quicker to figure by. I have reason to. Within the past six months I have had occasion to figure a rate

Prosperous Florida



FLORIDA had a greater percentage of growth the past decade than any other Southern state east of the Mississippi River. While the entire section gained 14.6%, Florida's gain was 42.1%. No other state gained as much as 20%. Jacksonville increased in population 103%. Tampa 143.2%, and Pensacola 29.5%. They are the three largest cities in Florida, having 1/6 of the population of the state.

The Florida Evening Trio covers Florida without duplication. 39,450 circulation, 8 cents per agate line flat.

Jacksonville Metropolis, Evening	-	17,500
Tampa Times, Evening	- - -	14,200
Pensacola News, Evening and Sunday		7,750

Rate applies only when taken in conjunction.

Separate circulation statement, showing distribution, sent on request.

E. KATZ SPECIAL ADVERTISING AGENCY

15-19 East 26th Street
New York

Harris Trust Building
Chicago

for almost every paper of any importance in the United States. I not only determined each paper's price for the straight line of business which I had to offer, but had to see if, by making my contract in accordance with some special rule of the paper, I could not obtain some extra discount or better price. Yet with all this in mind, I found but one card in the entire list—that of the *Chicago News*—which caused me the slightest difficulty in calculating the *minimum card rate* and in understanding just how I could get it. Even excluding all the "flat" rate-cards, I do not believe that the work averaged five minutes per paper.

And it is a mighty lazy man who will weigh the *convenience* of the "flat" rate against the possibility of buying his space in the lowest market, with its consequent large saving, just because the latter course would take *five minutes more time!* Just remember that, under the "flat" rate, you have to pay the *average* price of the paper for *foreign* business, and if you are buying five thousand lines, you are in just so much helping finance the campaign of the man—perhaps your competitor—who is able to use only five hundred—a truly humanitarian move!

Not only am I more satisfied with the sliding scale rate-card than with the "flat" one, but I strongly advocate a step which will still further complicate the work of those who figure rates and fix schedules, but which I believe to be a true economic benefit.

No one who has placed a national campaign in the newspapers can have failed to notice that in almost every city certain days of the week are most favored by department stores and other large local advertisers, for the very good reason that upon those days the housewives of the city are accustomed to "shop." But this reason has little bearing on most foreign advertisers—one day is about as good as another, provided a schedule is distributed fairly evenly over a week. Our

natural tendency is to select such days as chance decides, or perhaps we arrange a schedule which gives us representation in one paper of a city every day, or in such other way as seems good and fit to us. And it is not until the crowded condition of a paper gets so bad that our little "position requested" advertisement is buried regularly that we suddenly notice that we are running on days when the competition of other advertising is heaviest. Possibly, too, some of us who have not thought of this factor are even selecting the heaviest days, on the principle that what is best for the local man must be best for us.

Therefore, on locally heavy days the paper is still compelled to carry at least its proportionate part of foreign copy, and good positions are scarce, even for those who pay for them. One paper has solved this problem in a most efficient way. The *St. Louis Post-Dispatch* not only has a rate-card that clearly presents a sliding scale of prices based on the amount of space contracted for, but this rate holds solely for the days when local advertising is heaviest! On these days its rate on a ten-thousand-line contract is twenty cents per line, while on Mondays, Tuesdays and Wednesdays, when local copy runs lighter, it is nineteen cents per line, with prices for other amounts in proportion. On Saturdays when, as an evening paper, it carries very little local business, it makes its ten-thousand-line rate seventeen cents per line.

The result is that the foreign advertiser who studies his rate-cards gets all his copy into the *Post-Dispatch* on Mondays, Tuesdays, Wednesdays and Saturdays, not only benefiting by good positions and less local competition, but saving either one cent or three cents per line on his order. The *Post-Dispatch* profits by having much more space on heavy days to accommodate its local customers, while its foreign advertising is drawn into days when it can be handled better.

If some of the fine energy expended on working for an economically incorrect and all but impossible "flat" rate could be directed toward the extension of this idea there would be effected many large savings, not the least of which would be the effort and postage spent in complaining of bad positions given on "position requested" contracts.

GLEN BUCK ADVERTISING MAN- AGER OF FORD MOTOR CO.

It was announced in Detroit to-day that Glen Buck will give up his business in Chicago on April 1 to assume charge of advertising and other duties for the Ford Motor Company at Detroit. Mr. Buck has handled the Ford advertising for the past year in the capacity of advertising agent.

It is stated that he will retain his connection with the Gardner Advertising Company of St. Louis, of which concern he is vice-president, but that he will discontinue the Glen Buck Company of Chicago, on the above-mentioned date, and will thereafter devote all of his time to the affairs of the Ford Motor Company.

WILLIAM BERRI BECOMES SOLE OWNER BROOKLYN "STAND- ARD-UNION"

William Berri, who for many years has owned the controlling interest of the Brooklyn *Standard-Union*, has purchased for a consideration of several hundred thousand dollars in cash the minority stock held by the late Millard F. Smith, of Smith, Gray & Co.

Mr. Berri has had a long experience as a publisher and is still the owner of several trade papers. He is also prominent politically in the Republican organization of New York state and is known as one of the "Big Four."

W. S. BIRD WITH JOHN B. WOODWARD

William S. Bird, for a number of years advertising manager of the *Review of Reviews*, and for the last two years with the *Baltimore Sun* as advertising manager and later as New York representative, is now associated with John B. Woodward, the special representative of New York. Mr. Woodward represents the *Chicago Daily News*, *Boston Globe* and *Chicago Record-Herald*.

APPOINTMENT OF F. B. HUTCH- INSON, JR.

Frank B. Hutchinson, Jr., formerly of *The Horseless Age* and *Motor*, has been appointed advertising manager of the Kelly-Springfield Motor Truck Company, of Springfield, O.



Can you efficiently cover New York, New England, and adjacent States

without including in your campaign the towns of 5,000 and under?

Early impressions may be hard to eradicate; and bygone years may have left in your mental attic an impression that these towns are hard to reach in an advertising way.

To the dust bin with this idea! At least so far as New York State, New England and adjacent states are concerned.

The Small Towners there can be reached effectively and economically through the Utica



with its 140,000 circulation each week.

Its readers pay 5c. a copy or \$2 a year. Looks as though they had spending money, eh?

Why should such a paper be published in Utica? For no particular reason. It is simply a coincidence. The Utica SATURDAY GLOBE proved so welcome to its readers, that the demand for it spiraled slowly but steadily for 30 years, from a small local circle to the present field, the most populous section of the County.

The Utica SATURDAY GLOBE will be a favorite with you, too, if it fits your advertising problems and you listen to our advice.

THE UTICA SATURDAY GLOBE

THE JOHN BUDD COMPANY Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

At your service, any time, anywhere.

TRYING OUT CONSUMERS AS AD WRITERS

CIGARETTE ADVERTISER GIVES PRIZES
FOR BEST SELECTION OF THIRTY
SELLING PHRASES OUT OF A PRE-
PARED LIST OF ONE HUNDRED—
HOW THE SELECTIONS OF PERSONS
UNSKILLED IN ADVERTISING COM-
PARED WITH THOSE MADE BY
PROFESSIONALS

A somewhat unusual contest was embodied in the advertising of Arab Egyptian cigarettes in New York in December. One hundred sentences descriptive of the cigarettes were prepared, printed in lists distributed to all the cigar stores in the metropolitan district and reprinted in large space in the daily newspapers.

Two hundred and fifty dollars was offered for the best thirty

ers, some by writers of literary ability, but unskilled in advertising, and some by persons without pretense to ability in either literature or advertising.

"We purposely made such a list," said Paul Latzke, of the Leven Advertising Company, "to see if clever phrases by professional copy writers were better than sentences of the other two kinds, whether the everyday newspaper reader was attracted by one kind more than by the others."

The company put out a million lists and received back 75,000 marked. Five newspaper advertising managers were the judges. They settled on the sentences they thought the best and the replies were marked according to them.

None of the public voted exactly with the advertising managers. Some got within eight or ten of the list. Thousands agreed on twenty out of the thirty. Some of the sentences picked out as best were written by non-professional copy writers. But the professionals came out of it very nicely, too.

The names of the successful contestants were printed in the papers the last day of the year. A Brooklyn man won \$100, the second contestant got \$50, and so on.

Sales are reported to have been largely increased by the contest and advertising.

Another contest, to go a little further along the same lines, is slated for announcement at an early date.

William J. Morton has been appointed Eastern representative of the San Francisco Call, which was formerly represented by the Wilberding Company.



ARAB

EGYPTIAN CIGARETTES

Will Give Away \$250 in GOLD

Which 30 of the following 100 Sentences are best—Which Have Most Advertising Value?

1. Arab Egyptian Cigarettes are the best in the world.

2. Arab Egyptian Cigarettes are the best in the world.

3. Arab Egyptian Cigarettes are the best in the world.

4. Arab Egyptian Cigarettes are the best in the world.

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100. Arab Egyptian Cigarettes are the best in the world.

GET A LIST IN ANY CIGAR STORE — FREE

Nothing to do but mark with a cross (X) the 30 sentences you like best. The above list, printed in convenient form for marking, FREE in any cigar store—or if more convenient, the list as printed above may be sent in. You Don't Have to WRITE Anything! You Don't Have to PAY Anything! You Don't Have to BUY Anything!

The Egyptian Arab Cigarette Factory has set aside \$250 in gold as payment for the selection of those persons who help determine the relative advertising value of the 100 sentences. Payment will be made on the basis: \$100 to the person whose list is marked most nearly perfect, \$50 to the person whose list ranks second, \$25 third, \$15 fourth, \$10 fifth, and \$5 each for the next seven lists. If a Contestant of 5 New York Advertising Managers will mark the list for merit. If two or more lists of equal merit are submitted, payment will be divided. The last day for sending in lists will be December 31st. Successful names published in the newspapers.

EVERYONE COME ALONG FOR THE MONEY

ARABS — THE WORLD'S BEST

10 CENT CIGARETTE

EGYPTIAN ARAB CIGARETTE FACTORY, NEW YORK OFFICE, 208 NASSAU ST.

NEWSPAPER AD ANNOUNCING CONTEST

sentences. The originality of the plan was in having the sentences prepared and asking nothing more of the public than to pick out the best.

Some of the sentences were written by professional copy writ-



the lone pine

It was a beautiful specimen—that lone pine.

Proudly it reared its whispering branches to the sky.

But it stood alone.

Lumberjacks and woodsmen passed it by on their way

to the thick forest—for it would take too much time and too much effort to raze the lone pine.

It is good to remember in planning advertising campaigns that where the masses are, inquiries can be changed into orders cheaper and with less effort than when inquiries come from isolated spots.

The twelve newspapers, of which the Associated Sunday Magazines are a part, have a mass circulation with a radiating circulation within shopping distance of the cities.

For the manufacturer with distributing points in these twelve cities there could be no better *focused* medium.

This accounts for the success of many of the advertisers who use space in the Associated Sunday Magazines—they reach over 1,400,000+ families each week, and can turn inquiries into orders quick.

Let us explain this *focused*, general circulation.

The Associated Sunday Magazines

Issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post



Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 Madison Avenue, New York Record-Herald Bldg., Chicago

Why Allow Your Business To Trail In Some Cities When It Leads In Others?

One day a large general advertiser noted a marked difference in the amount of business he was doing in two cities of similar size and character.

In one city he was a leader, and in the other city one of the trailers—yet his advertising and selling methods had been the same in both for years, and the natural conclusion would be that if these methods had created the right volume of business in one city, it ought to do likewise in another.

He was impressed with this difference in the two cities because of their closeness to each other. He then made further study of the principal cities, and found twenty in which he was not even second in his line.

He used street car advertising in a few of these cities and brought them up to par. He then began to use street car advertising in the other cities which were not producing for him the way they should, and he has since learned that street car advertising not only makes weak cities strong, but it also makes strong cities stronger.

Give us an opportunity to bring your business up to par in a few of your weak cities.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

KEEPING GOOD WILL OF FORMER EXCLUSIVE AGENTS

HOLEPROOF HOSIERY COMPANY
SWITCHES TO GENERAL DISTRIBUTION
IN NEW YORK WITHOUT
HURTING SALES OF BRILL BROTHERS—HOW
BRILLS KEPT THEIR
LEAD

The Holeproof Hosiery Company, of Milwaukee, changed from the "exclusive agency" basis to a general dealer distribution without losing the strong co-operation and good will of its former exclusive agents, Brill Brothers, with their chain of stores. It is especially significant that, though sales jumped in marked fashion in the metropolitan district, Brill Brothers' sales showed no falling off. In 1911, competing with all the other dealers, Brill Brothers' sales were greater than in any year when the firm had the exclusive agency.

The experience of the Holeproof Company in this respect will be very suggestive to those manufacturers who expect inevitably to lose the strong support of their agents, when the time may arrive for selling through all dealers. The story of the Holeproof "shift" will be welcomed by general advertisers as a strong document tending to prove that dealers may whole-heartedly push a brand without fearing a heavy loss when they lose the exclusive sales agency.

It was seven years ago that the Holeproof Hosiery Company gave Brill Brothers, of New York, exclusive retail selling rights for the territory embraced by the greater city.

This agreement was in effect for five years. During that time the Holeproof Company perfected its plant and enlarged its advertising activities, and although the demand for its product steadily increased the manufacturers were able to give more attention to distribution.

Brill Brothers meanwhile conducted a campaign in the newspapers of New York to convince

consumers that "Holeproof Hosiery" could be purchased at any of the five stores of Brill Brothers, and nowhere else in Greater New York.

Two years ago the Holeproof Hosiery Company decided to place its product in as many dealers' stores throughout New York City as possible. Brill Brothers were advised of the new retailing plans which were to affect New York. Almost immediately following the expiration of the agreement, the Holeproof Hosiery Company gave attention to the development of the New York territory. A New York headquarters was opened and an advertising campaign was



For Men and Women for Dress Wear
Holeproof Silk Hosiery
3 pairs guaranteed to wear 3 months

When we say silk hosiery we mean just that. Fine thread silk, rich, sheer, and gassy. So attractive in appearance and good fitting that they'll grow a ballroom, yet so durable that they will stand the hardest wear. We'll replace any that do not wear three months.

For Men, box of 3 pairs, \$2.50 For Women, \$1.50

And Holeproofs for Regular Wear.
6 pairs guaranteed to wear 6 months.

For Men, \$1.50; Mererized, \$2; Silk Luster, \$3.
For Women and Children, \$2; Women's Silk Luster, \$3.

Agents for New York City: Mail and Phone orders promptly filled.

Brill Brothers
BROADWAY, at 49th St. 270 BROADWAY, near Chambers St.
47 CORTLANDT ST., near Greenwich. 125TH ST., at 3d Ave.
UNION SQUARE, 14th St., West of Broadway.

USING ONE TALKING POINT OF THE
NATIONAL COPY

started which was designed to persuade consumers to ask any dealer for Holeproof Hosiery. To-day the hosiery is sold by about 175 retailers in New York and Brooklyn.

Brill Brothers took an unusual stand at the termination of the Holeproof agreement. Instead of dropping the line and taking on another, they saw conditions in about the same light as did the Holeproof people. Brill Brothers realized that their featuring of Holeproof Hosiery would be a big advantage for them over any re-

tailer who put in the line. *So they doubled their efforts to push the goods.* Nothing was said in the advertising copy about the fact that Brill Brothers were no longer the exclusive agents. The newspaper ads followed closely the manufacture's displays which appeared in the national weeklies and monthlies. That Brill Brothers successfully held their own, in spite of losing control of the product, is shown by the fact that sales have steadily increased since the agreement with the manufacturers ended.

J. Weiss, advertising manager of Brill Brothers, told a reporter for *PRINTERS' INK* the other day that his firm thought its chances against the other retailers of New York were exceptionally good, in view of their five years of trading in Holeproof goods and that Brill Brothers were satisfied as long as sales results justified expenditures. Mr. Weiss added that the sales of 1912 were in excess of those of 1911 and the sales of 1911 were larger than those of any year during which Brill Brothers had exclusive selling rights for Holeproof Hosiery in Greater New York.

In placing goods with numerous dealers after the termination of the exclusive Brill agency, the manufacturer protected Brill Brothers to the extent of not selling to retailers located close to a Brill store. Many haberdashers, however, handle the line, as do department stores and various other shops.

George R. Walton, sales manager of the Holeproof Hosiery Company for the Greater New York territory, said to a representative of *PRINTERS' INK* not long ago that the Holeproof sales management aimed to obtain a distribution which would be as complete as that of Arrow collars or Cluett shirts. "While it may not be possible for us to get quite such a large distribution, still we want to get things so a consumer can walk into most any store in Greater New York and get our goods immediately upon requesting them."

KEEPING POSTED

NATIONAL PIANO CO.
BOSTON, Dec. 30, 1912.

Editor of *PRINTERS' INK*:

I want to especially commend two articles in *PRINTERS' INK*, December 26th, "Using Other Men's Brains" and "When Silence is Golden."

Years ago I felt that reading publications that were not produced especially in the interest of the piano business was very largely a waste of time, but from experience I have found that they are often more valuable to the business man than trade organs that are published in the interest of his own particular business.

An aggressive man can usually keep himself informed of everything that is going on in his own line of business, and can learn but very little for direct help from others in the same line. In fact, anything that is of value does not generally become public knowledge until some individual has tried it out and perhaps secured all the value for himself.

We believe in people of like businesses associating all possible, for general good, but my observation is that a great lot of specific, valuable information cannot be gained in this way. The specific benefit of this association is in learning that your competitor is a decent fellow, too, which tends to soften the recourse in competition, and make it more pleasant for everyone.

I believe the successful man is not so keen to spend the time to watch his competitors as to compel them to take time to watch him, and from experience I have found that I can secure more help in business by reading and hearing how other successful businesses are conducted than in just watching the others in my own line.

On the second subject, my house had an experience similar to the two you mentioned, and the results were so nearly the same that it is not necessary to go into explanation other than to confirm the truth of the article.

A. L. JEWETT,
Vice-Pres. & Gen. Mgr.

ADVERTISING PLANS OF TOBACCO PRODUCTS CO.

No definite plans have been formulated as yet for the advertising campaign of the newly organized Tobacco Products Co., according to a statement made to *PRINTERS' INK* by George L. Storm, the company's general manager. As yet no advertising manager has been chosen, and the campaign will not begin for at least three months, he says. The company is busy getting distribution for its products, and only a few advertising contracts such as those of the Surbrug Company, one of the constituent concerns, are now in force. The Leven Advertising Company of Chicago is thus far the only agent employed.

The company will have its New York offices in the old Studebaker building at 48th street and Broadway.

Kansas Farmer

THE QUALITY FARM PAPER OF KANSAS

Reasons Why

THE KANSAS FARMER is the first buy for the advertiser seeking the best Kansas trade.

85% of our subscribers renewed their subscriptions during the past twelve months at \$1.00 per year.

There are 11,000 **farm owned** automobiles in Kansas.

6,000 of our subscribers own automobiles.

Over 45,000 of our subscribers are farm owners.

We stop all subscriptions at expiration unless renewed.

We are the only farm paper in Kansas which pursues this policy.

All advertising carried guaranteed to the subscriber on a money-back basis. No advertising in the slightest degree questionable, is accepted.

Of our guaranteed total circulation of 60,000 copies weekly, 52,642 copies go to subscribers **ON KANSAS FARMS**.

We reach an average of forty subscribers to each post-office in the State, besides reaching many other post-offices in nearby states.

Every dollar paid for a space in the Kansas Farmer buys greater value in **farm buying** power circulation in Kansas than can be secured through any other medium.

Circulation statement, rates and additional information furnished to any interested firm.

KANSAS FARMER

Topeka



Kansas

Chicago Office,
George W. Herbert, Inc.,
Western Representatives,
600 First Natl. Bank Bldg.

New York Office,
Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row.

Member Standard Farm Paper Association.

In LOS ANGELES the
Evening Herald

has more circulation than
the other two evening
newspapers combined

Daily Average for December 75,135

The LOS ANGELES EVENING HERALD was established November 2, 1911, the management having purchased the old Morning Herald property. Forty-five hundred and sixty subscribers were taken over from the old Herald. In thirteen months the circulation has been multiplied by $16\frac{1}{2}$. 90% of Evening Herald's 75,000 daily circulation is within 30 miles of Los Angeles.

Today the EVENING HERALD is the best evening advertising medium on the Pacific Coast. Ask your Los Angeles jobber or dealer what he knows about the Herald.

J. C. DAYTON
225 5th Ave., New York
Eastern Representative

C. T. HENDERSON
Hearst Building, Chicago
Western Representative

GOOD AND BAD WAYS OF GIVING TYPE EMPHASIS

UNDERScoreD WORDS IN SOME ADS
DISTRACT ATTENTION FROM THE
HEADS OR SUBHEADS—ITALICS VS.
THE UNDERScore — EXAMPLES
FROM RECENT ADS

By Gilbert P. Farrar

Someone has said that "type is the vehicle of thought."

This being true, the ad man's problem is to use type in such a manner as properly to convey the thought. Nearly all of the ad men that I have worked with, or talked to, have found it difficult to obtain set-ups that emphasized properly the features of their copy.

When writing copy the average ad man will underscore the words

What's wrong with that? you ask. It's a good ad, certainly, but the center of attraction is not the heading; it's those few words of the body text that have the lines underneath. And if these are read one after the other without the connecting links of thought, what do they mean?

Confusion!

As these words are almost di-

**Come Home to
Dinner With
Me and Have
Some of My
Mother's Old-Fashioned Bread**

The majority of men relish good, fresh, tasty bread and are keenly when compelled to eat ordinary bread. And there's a money-making reason why the housewife should supply the "bread earners" of her family with the best bread she can make. The gluten in flour furnishes the muscle-building and energy-producing properties in bread. Good, wholesome bread is the backbone—and the weaker can eat and digest supplies an iron tonic nourishment as much as a far heavier cost.

The Guaranteed Flour

OCCIDENT

contains a higher purity and amount of gluten than most other brands. It has been analyzed by the highest test agency published by the U. S. Government. The scores are first class and better shown in OCCIDENT is known as more the OCCIDENT Flour of what many call "the King of the loaf," because it makes the softest, fluffiest, most palatable bread—white or wheat—anywhere. It contains no adulterants, no chemicals, no preservatives. It is purest in composition. The extra strength and elasticity OCCIDENT flour gives your bread, rolls, cakes, loaves their own brand.

Cut Here: OCCIDENT comes in five sizes—
—Wholesale 48 sacks per sack three cubic feet
—in 20-lb. White Washed Grain
—and also in one size in the bulk form of 90 lbs. per barrel; all of which you may wish to see. Get your hands to OCCIDENT Flour—in the territories.

And Go to the Dealer Nearest You!

Bread Milling Co., Minneapolis, U. S. A.

FIG. 1—OVEREMPHASIS BY UNDERSCORING

of the text that he wishes emphasized. Tradition and convention in printing offices cause the printer to follow suit—underscore the type. The result is similar to that shown in the Occident Flour ad (Fig. 1).

**"Here is Your Answer," in
WEBSTER'S NEW INTERNATIONAL
DICTIONARY - THE MERRIAM WEBSTER**

Now, as you read this magazine you likely ques-
tion the desirability of owning any word. A friend
said, "You can never know English." You
want the assistance of Webster for the
pronunciation of quartz. "What is the
derivation of quartz?" What is quartz, and
how is it used? You want the ac-
curate, authoritative, merriam-webster answer. This
new OXFORD 1920 is an enormous
quartz-equivalent in type, similar
to a 14 volume set. It contains all
trials of questions in Language
Biology, Geography, History,
Foreign Words, Trade, Arts and
Business, and, last, authority. It is
used as the standard of the
language. Every school and
at least of our other dic-
tionaries.

Webster's New
\$7.50 per
One \$400,000.
The only dictionary
the great dictionary—
the only dictionary of
the world.

A. S. C. BERNARD CO.
Publishers
1000 Broadway
New York City
Get the Best.

**Write to
Bernard Co.
1000 Broadway
New York City
to get the best**

1920

FIG. 2—WHICH WILL BE READ FIRST—
THE UNDERScoreD WORDS OR THE
HEADING?

rectly in the center of the vision it's a 100-to-1 shot that they will be read first. And then the thought in the heading, when read—if at all—will not connect.

The same thing is true regarding the Webster Dictionary ad (Fig. 2). However, there may be some value in having the eye of the reader fall on these underscored words first—which is almost universally the case—because the words suggest, in themselves, interesting subjects. Even so, aren't italics sufficiently strong for these words, without the additional spotting of the ad with rules?

The antique body type of these Webster Dictionary ads has always been a puzzle to me. I have wondered why it is used, and have about decided that it must be to serve the purpose of a trade-mark. Surely a nice, refined old style type would make the ad much easier to read; make more contrast between cut and type and

A prominent New York advertising agency recently stated in PRINTERS' INK that

"Advertising space is seldom bought with sufficient discrimination"

How then can the advertising value of a publication be judged?—

By securing answers to the following questions:

1. Is the magazine an established institution?
2. Does it fill a real need, or is it merely a money-making enterprise?
3. Who are the publishers? What is their aim?
4. Who are the readers? Why do they subscribe? What do they pay?
5. What kinds of advertising in the magazine are profitable?
6. What is the rate, and how much circulation does the rate buy?

These questions have been put to The Atlantic Monthly and we purpose to set forth the answers in a series of *six* advertisements to appear weekly in Printers' Ink.

THE ATLANTIC MONTHLY

Walter C. Kimball, Inc.
Advertising Managers

Nelson J. Peabody, Western Mgr.
14 W. Washington St.
Chicago

Paul W. Minnick, Eastern Mgr.
1 Madison Avenue
New York

and "hit-me-where-I-live" heading, and then we come to the text or message.

Read the first paragraph. "If you want to know just *how much* a half dollar *will* buy, invest it in a Hanes undershirt. It gives this *small* sum the *biggest* buying power yet." Why, the words just wiggle and we instinctively raise our voice when we read them. It produces the same arousing influence as when a speaker "raps" the table with his, or her, fist to drive home a point.

Yet, you do not see the words when you first look at the ad.

This makes them more forceful and startling and impressive when they *do* hit you between the eyes.

This Hanes ad is not "spotted." The reader starts at the top and is properly canvassed, without any distracting influences. What would the words "how much," "will," "small," "biggest," mean to you if they were in bold type, underscored, and stared you in the eye at first glance? Words only.

The effect in the Hanes ad is easily obtained and the type is less troublesome for the compositor to set. Italics are made to match nearly all the useful body faces; and they are also made in the display faces to match the bold letters in headings. (Notice the word "Heaping" in the heading of this Hanes ad.)

Just say on your copy to the printer, "Use italics for words that are underscored. Do not use any underscore rules."

This recipe will remove the "spots" from some of your otherwise nicely dressed ads.

There is one point about the Hanes ad that is not clear. Why is the brand name printed in two styles? Verily, it's expensive and sufficiently difficult to make one style stay in the memory.

AULSBROOK WITH DIAMOND GELATINE CO.

Fred. G. Aulsbrook, for the past six years connected with the New York staff of the New York *American*, resigned January 4 to become advertising and sales manager of the Diamond Gelatine Company, of Chicago and New York. He has been elected vice-president of the company and will be located at the general offices in New York.

Mr. Aulsbrook was advertising manager of the St. Paul *News* for several years. He had previously been identified with the Omaha *News*, Omaha *World-Herald* and other Western papers.

NESTLE CHANGES NAME

Announcement is made that the business heretofore conducted under the firm name of Henri Nestlé has recently been incorporated as Nestlé's Food Company. There is no change in management. Thomas L. Leeming is president of the new concern and Dwight E. Austin is vice-president.

This New York concern has been doing business as Henri Nestlé for forty years.



**Men, Here's
Heaping
Money's
Worth
For** **50¢**

HANES
ELASTIC
UNDERWEAR
50¢ per Garment
\$1 per Union Suit

The Cheater's Collar
The most useful and popular collar in the world. It gives the small sum the biggest buying power yet. It's extra good under wear all through, and possesses special features which make it better and better. Positively a new value stand and at its price.

The Elasticated Shoulder
Provides an additional width of collar and shoulder. It gives the small sum the biggest buying power yet. It's extra good under wear all through, and possesses special features which make it better and better. Positively a new value stand and at its price.

The Improved Collar
The most useful and popular collar in the world. It gives the small sum the biggest buying power yet. It's extra good under wear all through, and possesses special features which make it better and better. Positively a new value stand and at its price.

The Elasticated Collar
Provides an additional width of collar and shoulder. It gives the small sum the biggest buying power yet. It's extra good under wear all through, and possesses special features which make it better and better. Positively a new value stand and at its price.

HANES KNITTING CO., Watrous-Salem, N. C.

FIG. 6—A GOOD USE OF ITALICS IN THE
HEADING

YEAR'S END ADVICE TO THE BEGINNER

THE MIAMI CYCLE AND MFG. CO.
MIDDLETOWN, O., Jan. 6, 1913.

Editor of PRINTERS' INK:

Enclosed herewith you will find some correspondence which may cause you to forget your troubles for a moment.

It is just one of the thousand and one fool things we have to put up with.

F. L. VALIANT.

NEW YORK, N. Y., Dec. 12, 1912.

DEAR MR. VALIANT:—Would you please suggest what you consider the chief essentials of a successful advertising man?

A. R.,
I. C. S. Student of Advertising.

December 15, 1912.

DEAR SIR:—

Replying to your post-card of the 12th inst., permit me to suggest the following:

1. Unmitigated gall.
2. The ability to prevaricate cheerfully and truthfully.
3. The happy faculty of obtaining credit at a tailor's.

Yours hopefully,

F. L. V.

NEW YORK, Dec. 18, 1912.

DEAR MR. VALIANT:—Permit me to thank you for the valued letter of December 15. It was good advice.

Thankfully yours,

A. R.,
I. C. S. Student of Advertising.

CHANGE OF NAME OF CHICAGO AD CLUB

The Chicago Advertising Association will hereafter be known as the Advertising Association of Chicago. The change in name involves the application of fair play in advertising and trade-marks. The Chicago Athletic Association was on the ground long before the advertising men had formed their association, although the Chicago club was one of the first in the country. The confusion of the two organizations through the same initials (C. A. A.) led to the suggestion by the advertising men themselves that the name be changed. The action was taken January 6 at the first open meeting under the administration of the new president, James M. Dunlap.

"The new name, to my mind, has a broader application than the old. It also puts the word advertising first," said Mr. Dunlap.

The association also decided to raise the initiation fee from \$25 to \$40 as soon as the membership reaches 800. A membership campaign is under way which may soon mean the joining of several smaller groups of advertising men as organizations. The present membership is 550, and the full list is expected to be reached March 1. According to present prospects the new building will be occupied May 1.

The Memphis News Scimitar

recently submitted all its books, records, lists, etc., to the auditor of the American Newspaper Annual for examination, with the following result:

The Auditor's Report

DETAIL OF DISTRIBUTION

	Averages
City—	
Dealers	768
Carriers	14,139
Street and Office Sales...	3,555
Service	470

Total city.....18,932

Outside—	
Dealers	6,636
Rural Routes—other mail	14,448
Service	317

Total outside.....21,401

Total Average Circulation
40,333

Average circulation first month
of audit (March, 1912)...35,276

Average circulation last month
of audit (November, 1912)
.....45,528

Month showing highest average
circulation (November,
1912)45,528

December daily average is 45,939

The News Scimitar's advertising and circulation books are open to all.

Represented by

Lawrence Inc.,

New York Chicago Boston

MAKE
your
good
printed
matter
cheaper
and your
cheap
printed
matter
better

You can do it by using
BUCKEYE COVERS

THE BUCKEYE
"Traveling
Demonstration"
proves you
can do it
by showing
you how
other
advertisers
are doing
it now

Sent free by prepaid express, to any advertiser writing for
it on business letterhead, and mentioning Printers' Ink

THE BECKETT PAPER COMPANY

Makers of Good Paper

in Hamilton, Ohio, Since 1848

Buckeye Covers are made in 16 colors, 4 finishes and 4 weights. Stocked by
representative dealers in all principal cities. Your printer knows the nearest.

KEYNOTE OF WRIGLEY CAMPAIGN IS "DEMO- CRATIC SIMPLICITY"

ILLUSTRATIONS AND ARGUMENTS DIRECTED TO THE NINETY PER CENT OF POPULATION "WHO ARE NOT ÆSTHETIC"—"BUY IT BY THE BOX" CAMPAIGN SUCCESSFUL

The Wrigley's Spearmint "Buy-it-by-the-box" idea, which many advertising men thought would not be at all practicable, has turned out to be a very successful feature of the Wrigley campaign. Contrary to the general impression, it was not a forced feature, but had its start naturally and only needed exploiting to become a big success.

"The box idea," says B. D'Emo, of Chicago, who has been responsible for all of the Wrigley copy, "was inaugurated as a natural evolution. The success of Spearmint, like any other success, is caused by repeat orders—by consumers purchasing it over and over again. It is a natural thought that we show such constant consumers how it is to their benefit to buy Spearmint by the box, so they will have it when they want it and save considerable besides.

"We had a number of customers write us for prices by the box before we started this box campaign. We have had many letters from consumers in different parts of the country, stating that they had been buying it by the box long before we suggested it in our advertising.

"As far as telling you how the 'Buy-it-by-the-box' campaign has worked out, I can only say that the sales, since we inaugurated this plan, have been simply stupendous.

"Please do not forget one fundamental fact upon which this box campaign is based; i. e., every time we advertise Spearmint by the box we also advertise its purchase by the package. We have nothing to lose by advertising it by the box and everything to gain. It is not considered good salesmanship to offer a man a small quantity and then try to work

the prospect up. It is much better to offer him a large quantity so that he may buy the large quantity if he wishes but, in any event, will buy *something*.

"So far as imitations are concerned," continued Mr. D'Emo, "we have had dozens of them but they never amounted to much—simply because our general advertising made the public know the name Wrigley's and the spear, as well as they knew the name Spearmint, in addition to giving them good reasons why they should insist on Wrigley's Spearmint.

"Also, from the start we have made pictures in spears because that familiarized the public with our trade-mark which is, of course, the spear used on the package. It lent itself to illustration—not quite, perhaps, the high-class fine art which most advertisers strive after and which nearly all looks alike, but of a distinctive, characteristic quality, easily remembered by the ninety per cent of the population who are not æsthetic in their tastes.

"My idea of advertising is to sell the most goods in the shortest time for the least expense. This can only be done by bringing the copy down to where this ninety per cent—the 'common people' live—in language and type of illustration. It is, naturally, not possible to get a Millet or a Corot in spear lines but we stick to the type of illustration which appeals to the great majority.

"Those well-meaning advisers, who have suggested that we could achieve the same purpose and yet have a higher class of art, are naturally not as close to our proposition as we are and know not whereof they speak.

"In the Wrigley's Spearmint campaign we have tried to become a part of the working classes, to mix in with them, not 'putting on any airs' in our talk and in our pictures, and my personal experiences in mingling with these people in my earlier days have given me a pretty good line on their average thought processes."

Regarding size of newspaper

space found most satisfactory for advertising Spearmint, Mr. D'Emo said:

"Mr. Wrigley has spent several thousand dollars in small space without creating a ripple. He then shifted to space twice the size used and created a profitable business within slightly over a year. The first space was too small. The second size was large enough without being too small. I could not give the instances of these experiences, as it might be thought unfair to other places and media.

"Space just large enough to dominate the page or at least to be seen by the majority is the logical size," he continued. "Moderate-sized space, by strong copy arrangement, can overshadow much larger space. This makes the advertiser's profits greater and makes him desirous of expanding. I would rather pay a certain sum for ten half pages rather than an equal sum for six full pages. Also, if the copy would not be crowded in a quarter page, I would rather have ten quarter pages than six half pages."

It is Mr. D'Emo's belief that many advertisers have been urged to purchase unnecessarily large space and thus have been pushed toward the brink of advertising failure and become enemies of publicity for all time.

The British campaign of Spearmint has been particularly interesting. There is a considerably stronger prejudice against gum-chewing across the waters than exists in America. Indeed, gum-chewing is something that has to be explained over there. And so a Wrigley advertisement starts off in a London evening paper in this style: (Picture of a father returning to his home and announcing to two romping youngsters that he has brought them some Wrigley's Spearmint Gum) "What is it, daddy?" they ask. "A delicious chewing sweet that's good for little folks' teeth and digestion," he replies. "Do we eat it?" they ask. "No, it is to be chewed, although it will not hurt you if swallowed." "It smells

like mint leaves." "Yes, it is full of mint leaf juice. That's why it helps the appetite and digestion."

And so the conversation goes on, the various advertisements explaining where the gum can be bought, telling its price, and informing readers that the gum contains no wax of any kind but is made of the pure air-dried milky sap of a shrub called the sapodilla tree grown only in the West Indies, Mexico and South America. Under the guise of paternal talk, the full list of reasons for chewing Spearmint Gum is given.

Wrigley's, Ltd., has been registered in England for more than a year now, and the sales are said to be proceeding very satisfactorily.

BALTIMORE GETTING ADVERTISING "KNOW-HOW"

"The Want Ad Man" of the Baltimore Sun devoted his 207th "little talk" to the coming convention of the A. A. C. A. The first portion of the talk was the following excerpt from a recent interview with E. J. Shay, president of the Advertising Club of Baltimore: "I think that when 10,000 advertising men from 150 cities in the United States and many foreign points come to Baltimore in June—when we see the type of men they are—when we learn that it has cost some of them \$300 or \$400 in transportation alone to be here—we will begin to understand that there is something more to advertising than a noise through a horn or a banner strung across the street."

"The Want Ad Man" concludes his talk with these words: "Mr. Shay says that all we lack is the know-how. Desire, ambition, ability—all of these we have—but we have been wont to look upon advertising as a new-fangled idea. It is new-fangled, in the sense that trolley cars and steam railroads and wireless telegraphy are new-fangled. But get this: It is the so-called new-fangled ideas that keep this world of ours on the move, that make for enlightenment and progress and prosperity."

"Advertising is the new-fangled fulcrum for the lever of the merchant who would lift his business to higher planes of service, volume and efficiency."

OLDFIELD "PURE SHOE" BILL

A bill to prevent the sale of shoes manufactured in whole or in part from any substitute for leather, unless that fact is plainly stamped on the sole, has been introduced in the House of Representatives by Mr. Oldfield of Arkansas.

NOTHING SUCCEEDED

During 1912**THE NEW YORK
EVENING JOURNAL****PRINTED****25,790 columns (7,221,200 agate lines)**

of display advertising, which was more display advertising than carried by any other New York newspaper.

It led its next nearest competitor in the evening field by more than 2,800 columns (784,000 agate lines).

NOTHING SUCCEEDED

EDLIKE CIRCULATION

During 1912

**THE NEW YORK
EVENING JOURNAL**

GAINED

4,106 columns (1,149,680 agate lines)

which was a larger gain than made by any other New York newspaper.

The wonderful advertising record of the New York Evening Journal for the year 1912 shows that from the view-point of advertisers nothing equals the value of circulation.

EDLIKE CIRCULATION

Biggest in the World

LOS ANGELES TIMES

**Printed 18,479,300 lines
of advertising in 1912**

and as usual distanced every other
publicity medium on earth.

THE TIMES "productive" circulation covers Los Angeles, Southern California, Arizona, New Mexico, and the northernmost parts of Old Mexico more thoroughly than any other newspaper.

Traceable results to its advertising patrons are responsible for The Times year-in and year-out advertising supremacy.

FOREIGN REPRESENTATIVES:

Williams, Lawrence & Cresmer Co.

NEW YORK

CHICAGO

"SURVEY PLAN" BUILDS FLOURISHING CHURCH

HOW THE CALVARY PRESBYTERIAN CHURCH OF BUFFALO HAS FOLLOWED A DEFINITE AND COMPREHENSIVE CAMPAIGN OF PUBLICITY WITH GREAT GROWTH IN MEMBERSHIP AND ENTHUSIASM—SYSTEM FOLLOWED CALLED "WORTHY OF A MILLION-DOLLAR CORPORATION"

By James Wallen

"Calvary Presbyterian church of Buffalo has a survey publicity system worthy of a million-dollar corporation," said John Hunter, President of The Hunter Arms Company. Mr. Hunter did not make this comment simply because it struck him as a unique fact that a church should possess such a system, but because he saw the practical possibilities of the system being applied to any institution which must reach the family. Mr. Hunter spent several hours investigating the publicity methods inaugurated by the Rev. John W. Ross and Rev. Wm. F. Scoular, his associate.

Mr. Ross will have been pastor of Calvary Presbyterian Church three years this month. His associate, Mr. Scoular, came to the church ten months ago. The active advertising campaign began upon the arrival of Mr. Scoular. These preachers of publicity had first to win over the members of Calvary Church to the plan. The campaign was founded on the "survey system" which Mr. Hunter says is worthy of big business. Mr. Ross asserts that the survey is the basis of the whole proposition.

The survey is a detailed analysis of the territory which can properly be considered Calvary parish. The conditions are probably the same as would be found in any large American city. This is the territory in which Calvary church, both of necessity and choice, must work. Twenty churches have moved out of this district in as many years. Calvary church is going to stay. The incessant march of business has put churches and homes on the move.

As to the problem of whether or not Calvary church is going to remain where it is, or has it got to go with the others, Mr. Ross said, "It is a question of the vitality of Presbyterianism. Is it vital and strong enough? Can it adjust itself to new conditions? By meeting modern conditions this church can stay and serve."

Because of the conditions disclosed by the social survey, the executive commission of the Presbytery decided to support extension work at Calvary church. The survey was made by Mr. Scoular with the help of a student from Auburn Theological Seminary. Strictly speaking, there were three surveys made. The first included fifty-four blocks and was desig-

WITHIN HALF A MILE OF CALVARY



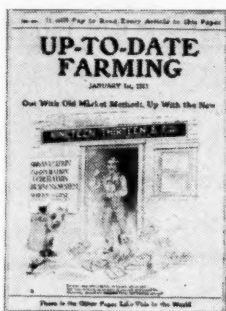
If you live within this circle you are less than a
ten minute walk from

CALVARY CHURCH

DESIGNATIONS ON MAP ARE CONSIDERED
VERY VALUABLE

nated Survey A. Survey B included eleven blocks, which were really the outer circle of Survey A. Survey C included thirty-seven blocks more. The survey card here reproduced shows the information secured from each family. In addition to this detailed information, the people were systematically called upon by the wisest helpers the pastors of Calvary church could find.

The survey disclosed some important working facts. Ninety per



No Agricultural List is Complete Without Up-to-Date Farming

It is read in 185,000 farm homes. 88% of our subscribers own their farms.

In tens of thousands of these homes it is the *first* farm paper read. In other thousands it is the *only* farm paper read.

Because: We teach not only how to grow larger and better crops, but also how to sell at profitable prices—farmers prize it above others. Our farmers farm for *dollars*—big crops are the means to the end.

Readers of Up-to-Date Farming have the money to buy what they want. Make them want your goods.

Guaranteed circulation 185,000 copies each issue. Advertising 75 cents a line.

Your list is not complete without

UP-TO-DATE FARMING 1st and 15th of Each Month INDIANAPOLIS

New York Chicago
Hopkins Special Agency. T. W. Farrell, Mgr.
150 Nassau St. 1206 Boyce Bldg.

You ought to get acquainted with this paper

cent of the people in this section are Americans (English-speaking people). The tables show that the people living in this district rent for the most part. Only twenty-two per cent are owners, and twenty-five per cent of the owners take roomers. This discloses the vital fact that the population, for the most part, is transient. Calvary church must then be considered in the light of a social center, rather than an organization. Practically seventy per cent of the families in this district have no children, the average fam-

CALVARY PRESBYTERIAN CHURCH
Sunday, Sept. 3, 7:45 P. M.
"HELP FROM THE HILLS"
By Rev. John W. Ross
STEREOPTICON VIEWS
ORCHESTRA QUARTETTE
INFORMAL SOCIAL HOUR
DELAWARE AVENUE, ABOVE CHIPPEWA ST.

THIS RUNS IN THEATRICAL COLUMN

ily being 2.8. This illustrates the difficulty of the work at Calvary church. It is a truism as old as the church that the children are the basis of church organization.

SIFTING "PROSPECTS" FOR A MAIL CAMPAIGN

The social survey made it possible to sift out the prospects, and it was on these prospects that a mail campaign was built. Every week picture post-cards, announcing services, are sent out. The hotels in this district are covered by a special hotel folder. The hotel map, which is always a part of this folder, is here reproduced. A map, under the title of "Within Half a Mile of Calvary," is occasionally printed on the back of the church calendar. This idea, of course, has been used by hotels and theatres, but its application to church work is new.

The importance of the map and folder was emphasized when a hotel, which had been accidentally left out, asked how much it would cost to have the name and location of the hotel included on the church hotel map.

A book, called the "Case Book," was compiled by Mr. Scoular which, for human interest, is a wonderful volume. The book con-

tains information as to the spiritual and material status of every member of each family visited in the district.

In comparing publicity methods, Mr. Ross said that postal solicitation serves a good purpose for special matters, but that its value tends to diminish with use. "The pull that increases as you pull is the newspaper advertisement. The longer you use the newspaper as a medium, the stronger the pull," said Mr. Ross.

Mr. Scouler said that at one time he discovered that the church was using only Republican newspapers. This was purely a matter of accident, not design. So, to be absolutely sure of reaching all of the people of the district, Calvary church took space in both Democratic and Republican newspapers. This was especially important during the Presidential campaign, when people were concentrating on the political situation.

In order to inform and interest the people many methods of publicity have been used. An electric sign in front of the church gives the name of the church, the name of the pastor and the hours of Sunday services. A display announcement board, size 3 by 4 feet, is continually used. The "prospect list" gained through the survey is solicited through the mail continually with special picture post-cards or other mail matter.

ADS IN THE AMUSEMENT COLUMNS

Display ads are run in the morning and evening newspapers in the amusement column Saturday of each week. Mr. Ross tells that he used the amusement column on the advice of a former president of the Buffalo Ad Club, who said, "If you want to reach the people who are not interested in going to church use the amusement column. Tell them something that will entertain them." It took a great deal of courage to use the amusement column, because of the conservatism of the church people of Buffalo.

The hotel bulletin and church calendar, with maps printed on the



The City of Compound Crops

is really a modest title for San Antonio, Texas, considering these facts:

Its agricultural environs of 300,000 irrigated acres produce two and three crops a year.

There is a tourist crop of over 20,000 every season and tourists have open latch strings on their purses.

Then there's the military dollar crop from the 4,000 soldiers at Fort Sam Houston.

There is a crop of dollars from the many San Antonio jobbing interests, serving a territory as large as Ohio.

There is an industrial dollar crop from the more than 200 local industries.

You have at your disposal a proven Advertising Harvester to get your share of these crops, viz.:

The San Antonio Express

San Antonio's vital statistics plead guilty to 100,000 population—about 24,000 families. The San Antonio EXPRESS has a daily circulation exceeding 17,000, and Sunday 25,000. It uses 65% of the newsprint paper received here. It has a "Diploma" from the Association of American Advertisers.

180 National Advertisers can testify from experience to the pulling power of the San Antonio Express. Likewise all the leading local stores.

The San Antonio EXPRESS will net you rich dividends on your appropriation, if you invest in its columns.

Doesn't the above crop report furnish a valid and urging reason for letting us submit further data?

THE SAN ANTONIO EXPRESS

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

backs; have been decidedly useful. Regular church notices are run in the column devoted to that purpose. Five newspapers are employed in the publicity work of Calvary church. In addition to the paid ads, the reporters of the various newspapers have co-operated with the pastors of Calvary in giving generous publicity to the things of news value in connection with the church.

asking Calvary church for advice in this connection. The offices in Calvary church are always open. There is a secretary to answer every telephone call. You can see the pastors whenever you choose. Calvary Presbyterian church is conducted like a good business ministering to the wants of the people. "We are on the job and are working to do it right," say the pastors.

PASTOR JOINED AD
CLUB

SOCIAL SURVEY

Block Card No.
Name
Address L. U. R.
Nationality
P N. R C. J.
P.—Local Ch. Membership Denom.
N.—Ch. Preference
Remarks:

O	Classification	Number Persons	Members Family S. S.	Members other S. S's.	Communi- cants Family Local Church	Communi- cants other Local Church	Communi- cants Ch. not Local
R	Under 3						
B	Boys						
No.B.	3 to 12						
	Girls						
F.O.	13 to 18						
	Y. Men						
	Y. Wmn						
Wage Earners	Over 19						
	Men						
	Women						
	Father						
	Parents						
	Mother						
Men	Men						
	Others						
Women ..	Women						
	Total						

Employment
Remarks:

HOW "SURVEY" DATA WAS FIRST LISTED

Sunday services have been made attractive and, as publicity aids, the stereopticon has been used, an orchestra has been employed, and various other innovations wrought. Mr. Ross and Mr. Scouler do not apologize for their publicity methods. They feel certain the work they are doing will be generally used in a few years. In fact, many churches are already

opticon lectures which are a part of the evening services. He is a close student of advertising ways and means of reaching the family. Mr. Scouler devotes a goodly portion of his time to a close inspection of the methods of scientific salesmanship.

Both Mr. Ross and Mr. Scouler believe that people need a church and want a church, but it is, per-

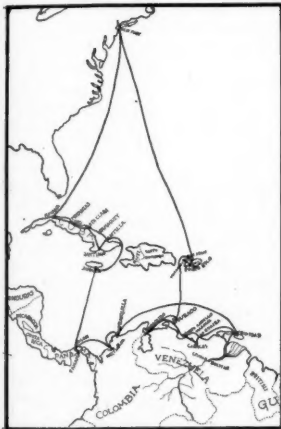
Mr. Ross was trained for the grain market. He knows business. When he got the advertising bee Mr. Ross made up his mind he would get into the Buffalo Ad Club. He was readily accepted as a member. "For a straight year I did not open my mouth, but I listened. I was asking myself continually, 'What bearing has that man's experience on my work?'"

Mr. Scouler has paid great attention to sociological studies. He spent two years in Europe studying conditions in comparison with the American problem. The information gained in Europe is of great value in a knowledge of the people of foreign extraction. Mr. Scouler also uses the facts and ideas he has gained through his experiences in stere-

American Exporter announces its 10th Foreign Trade Tour

Starting January 18, 1913

One of the important features of the foreign trade service which the AMERICAN EXPORTER renders its advertising clients is the sending of its representatives into foreign markets to report export trade conditions to its clients. The entire expense of these trips is borne by the AMERICAN EXPORTER, although the sole purpose is to serve those manufacturers using our publication.



The 10th Foreign Trade
Tour will be under-
taken by

B. OLNEY HOUGH

Editor "AMERICAN EX-
PORTER" and one of Amer-
ica's leading authorities on
export trade.

This trip will include:

Cuba (our largest Latin-
American market), Ja-
maica, Panama, Colombia,
Trinidad, Venezuela,
Curacao, Porto Rico (our
fourth largest Latin-
American market)

None But Advertising Clients Will Receive This Valuable Service

The service, extending over several months, will be rendered in the form of periodic reports, including **RATED LISTS** of the principal houses in all cities visited, the principal lines they handle and other specific information; and will be issued during the tour. The first report will be in February.

This is only part of the Foreign Trade Service we render our clients, covering all the necessary assistance in conducting a successful campaign for export business, including export advertising in our four editions—English, German, French and Spanish; translation of correspondence; ratings; selected lists; expert advice; designing of advertising copy, etc.

In order to receive the full benefit of this tour it is necessary to start using our service now. Further details will be sent upon application.

AMERICAN EXPORTER
135 William Street, New York City

haps, not the kind of church that the church wants to give them. They take the view-point of the man outside, as much as possible. These men have asked their church and other churches, "Is the Church willing to give what is needed, or does it want to keep on 'going through the motions?'"

These men know their field. Mr. Scoular has a record of every unit in the parish. This record is kept up to date. The "for rent" columns in the newspapers are watched closely for changes in residence in Calvary parish. Access to the books of real estate concerns has been extended to this advertising church. This has been of material assistance in keeping track of the moving population of twenty-five thousand souls.

COMMERCIAL SOUNDNESS OF SURVEY PLAN

A well-known yeast company has used a survey system in the city of Buffalo and other large cities very much like that of Calvary church. This system was planned without reference to Calvary church methods, but it demonstrates the fact that Calvary is employing the right means. The yeast company's system consists in calling at each house, becoming acquainted with the family and asking the reasons why their particular brand of yeast is used, or is not used. Prospects and patrons are thus determined and the solicitation work revised accordingly.

The mailing and calling lists provided by the Calvary church survey are carefully taken care of. The "Case Book," record cards, maps, charts, tables and special reports are handled by Mr. Scoular every day. These records are not dormant statistics—they are live issues.

As a result of its publicity methods, Calvary church is becoming known beyond its state. A man whom Mr. Ross had never seen or heard of recently wrote him from Pennsylvania, expressing his desire to be married by the pastor of Calvary church. This business man told Mr. Ross to have everything in readiness, as he wanted

to arrive in Buffalo at seven and leave at 9:30 a.m. Busy business men are appreciating this business church.

Mr. Scoular says: "The survey gives facts, publicity attracts, but the follow-up system is the important part of the work to secure definite results." The direct results of the ten months' campaign are apparent in the very atmosphere of Calvary church. Church membership has increased by eighty-two members. The most marked effect is in the attendance. The audiences are five times as large as formerly. One of the biggest and most healthful facts about the campaign is that it has awakened the church itself to a realization of its mission. A Friday Night club for men has been organized, also a business club for women; physical education classes, as well as classes in music, are active. The basket-ball club is flourishing. Calvary church is becoming an extension of the homes of the people. Business men are taking an interest in Calvary, and, realizing its importance in the civic life of Buffalo, they are voluntarily coming to its support.

Calvary Presbyterian church is out of the rut, and to advertising is due this new strength and influence for good. One of the results of this initial campaign which the pastors consider very important, is the fact that a knowledge of publicity mediums has been secured. The people of Buffalo, as well as the members of Calvary church, have been convinced that the militant church is a necessary feature in the development of the city.

The new and well-equipped church offices were put in readiness during the summer while Mr. Ross was away on a vacation. They awaited him upon his return. These offices had been refused him a year before. Concerning this, Mr. Ross said simply: "It has come as a victory for the new order of things." Any day at the office in Calvary church you can meet business men, printers, political leaders, newspaper men, advertising men, business women and mothers.

The pastors believe that the churches are going to use advertising in much the same way as business concerns are now doing. They look forward to the time when advertising managers and agents will be employed. Efficiency and common sense demand this evolution. Mr. Ross frequently speaks before ad clubs. He attends the weekly meetings of the Buffalo Ad Club and exchanges ideas. He has demonstrated advertising's efficiency in his work. Mr. Scouler does in his day's work what any advertising manager would accomplish. Both men are publicity promoters who would be successful in any line of endeavor. They work "from the ground up."

M'CANN AS PURE FOOD CHAMPION

Alfred W. McCann, advertising manager of Francis H. Leggett & Co., New York, is featured by the New York *Globe* as a man who will shed impartial light upon the subject of pure food, through its columns.

The first McCann article published

Jan. 8, has much of the fearless quality that has characterized Mr. McCann's speeches and advertising for the past year or so. It is announced that the "criminally greedy" may expect exposure.

WANTS CENSORSHIP MADE PART OF VIGILANCE COMMITTEE WORK

The Spokane, Wash., Ad Club is sending to all clubs in the A. A. C. of A. a description of its censorship system with the recommendation that it be taken up as a part of the general movement against fraudulent advertising. The plan as adopted by the Spokane club is quite similar to that in use by various chambers of commerce. Club members do not listen to solicitors for advertising schemes, programs and the like, unless the latter can show the certificate of approval issued by a committee of the club. It is stated that the censorship idea is so firmly established there that a good many printers refuse to make estimates for unknown parties until the endorsement of the club is secured.

Charles N. Dennett, formerly advertising manager of the Thomas G. Plant Co., Boston, and who for a short time was associated with the Spafford Advertising Agency, Boston, has gone into the advertising business for himself in that city.

The Business Bourse

International, Incorporated, 261 Broadway, New York

Detailed investigations of sales and advertising methods and problems.

Two loose leaf weekly reporting services, one on selling and advertising, one on executive and office efficiency; each \$50 per year.

Local Dealer investigation service in 74 cities, Atlantic to Pacific; average cost \$1 per dealer.

Consultations on sales and advertising and efficiency policies and problems, or agency service.

Business statistics and data authoritatively compiled from original sources.

Trademark origination, research and registration; good will protective systems.

Publishers "The Efficiency Magazine" monthly going to 4,000 highly selected executives; \$1 per year; space \$30 per page.

Laboratory technical tests of devices, methods, systems.

Lists of names of very highest grade and exclusive character.

Financial-Commercial counsel and investigation.

Write for literature, or get prices on specific individual problems.

J. George Frederick, Editor and Counsel


"There's No Place Like Home"—Page 38-39.
Editorial Copyright, Page 38. Advertising Copyright, Page 39. Advertising Sales, Page 39.

American Lumberman

THE TRADESMAN
 CHICAGO, ILL.

CHICAGO, JANUARY 4, 1913.

LUMBERMEN
 NEWSMEN
 MANUFACTURERS
 REAL ESTATE MEN
 CONTRACTORS & BUILDERS
 OWNERS OF COMPANIES
 FARMERS
 BANKERS
 RAILROADS
 ALL OTHER CLASSES



SOMETHING ABOUT THIS ISSUE.

In this issue the AMERICAN LUMBERMAN presents a geographical comparison and thoroughly representative survey of the business conditions for 1913. The communications are also full of business facts and interesting information with all of the pertinent features of the various trades and industries represented.

In gathering and presenting to the lumber trade these actual articles expressing the best judgment of some of America's foremost business men, the AMERICAN LUMBERMAN believes that he is doing the lumber trade a better service. For in a time like the present every lumberman is interested in anything that will help him to form a dependable opinion as to the trend of general business—that will, more than anything else, aid and guide business policy.

No attempt has been made to influence the judgment of any contributor to this issue, nor has any expression of unfavorability or sympathy been represented. The statements made here are to be understood that the statements appearing in this issue are those of the AMERICAN LUMBERMAN and to be related to further articles in subsequent issues as of time like this issue and may be identified upon or indicating previous trade conditions.

In its endeavor to be able to say after an exhaustive investigation that the business conditions of the United States are everywhere at the height that 1913 will set a new record for general prosperity. The fact that such general sentiment exists is of itself sufficient to inspire confidence.

Remarkable Diagnosis of General Business Conditions

In its January 4 issue the American Lumberman printed signed communications from scores of America's foremost business men, discussing present conditions and forecasting the probable outlook for 1913. The sentiment expressed indicates an overwhelming belief that 1913 will set a new record for general prosperity. These views from men of large affairs are worthy of careful analysis by every advertiser.

Write at Once for these Two Issues Before

To business houses desirous of reaching America's enormous lumber industry and associated branches, we offer the facilities and equipment of this great trade paper organization, backed by 40 years' experience as a leader in lumber trade journalism.

American Lumberman

Leading Lumber Trade Paper
 CHICAGO, ILL.

IS THE CRAZE FOR BULK IN CIRCULATION CURABLE?

MANY PUBLISHERS STILL PURSUING THE METHODS OF THE ISLAND KING IN CHOOSING HIS ASSISTANT QUEENS—A LEADING INVESTIGATOR OF NEWSPAPER CIRCULATION EXPLAINS VIVIDLY THE KIND OF CIRCULATION THAT IS GOING TO BENEFIT ADVERTISERS

By Bert M. Moses,
President, Association of American Advertisers.

Away out on a remote island in a remote sea there lives a tribe of savages who determine a woman's charms and beauty by her avoirdupois and her circumference.

The King has Mormonistic tendencies, I am told.

Anyhow, he has all the wives he wants, and this is the way he chooses them:

At stated periods all the unmarried ladies of the island appear before His Ebony Excellency, and are commanded to prostrate themselves upon the ground before him, with faces downward.

The King then kneels, shuts one eye and "sights" along the row of feminine backs.

Those ladies who have been most generously upholstered by Nature, and who rise highest from the ground while lying down, are instantly chosen as Assistant Queens.

Bulk alone is all that interests this interesting King on the remote island in the remote sea.

What has this got to do with advertising?

Just this:

Up to yesterday the vital thing in circulation was thought to be bulk.

And it has been this senseless misunderstanding of the thing that has created the circulation-forcer, and the circulation quarrels, and the circulation-affidavit-maker, and the circulation-liar.

It has been this stupid blunder that made so many advertising campaigns fail.

It has been this common mistake that inspired voting contests

to decide whether Bill or Mike could eat the most hard-boiled eggs, or whether Mamie or Maggie could giggle the most.

It has been this universal error that led publishers, in their hunger for big editions, to give gravy bowls to the ladies, galluses to the gents and prune forks to the sweet brides.

And as an outcome of it all, we now have the so-called "guaranteed" circulation of the magazines.

This guarantee arrangement is new only so far as magazines go.

The newspapers—or at least a great many of them—have been doing the same thing for several years.

Of the hundreds of contracts I have made personally in the last three or four years, practically all have had circulation guarantee clauses, and quite frequently, when corroboration of these guarantees was secured by competent auditors, I have rescued tidy sums of money from oblivion.

Bulk is only a beginning in choosing mediums—only a preliminary hitch of the trousers before laying hold and setting the thing in motion.

Of what earthly use is ten thousand, or a hundred thousand, or a million circulation if it consists of the kind of people you are not seeking to reach?

Of what value is circulation secured by giving away premiums that are alleged to be worth more than the subscription price—when subscribers subscribe for the premium rather than for the publication?

What good does circulation do you if it is largely made up of copies purchased for the purpose of cutting out voting coupons?

Is circulation circulated free by campaign committees of any real value to anybody but the advertising manager and the publisher?

When an advertiser buys circulation he is entitled to KNOW what he is going to get in the way of quantity.

That is so self-evident that no normal man disputes it.

And the only way to KNOW is to set an accountant at work upon the books.

But HOW was the circulation secured?

WHAT KIND OF PEOPLE enter into its composition?

WHERE do the papers or magazines go?

How many copies GET INTO THE HOME?

WHAT KIND OF ADVERTISING is accepted?

Now, my fellow-citizens of this more or less free land, we are getting close to the theme.

If the circulation of a two-dollar magazine or newspaper was built up by giving away four dollars' worth of bum dishes, it is not worth so much per thousand as the circulation secured by printing a good paper.

If the circulation is largely made up of people whose incomes are limited, it is not the kind of circulation to create sales for a Packard car.

If the circulation scatters all over creation and then back again, it is not good circulation for the advertiser whose product is distributed in a few places or one place only.

If, for instance, I use a paper in Philadelphia, I want to know how many copies are sold in Philadelphia, how many in Atlantic City, how many in Camden, how many in Trenton, and so on.

Without this knowledge I can never fit my introduction and distribution plans into my advertising.

If the street sales are very large, and if editions are issued every time the Bulgarians threaten the gates of Constantinople, that kind of circulation is not well-calculated to sell things that women are most concerned about.

If advertising is accepted which is false and fraudulent upon its face, then the circulation is not likely to be valuable to advertisers who are promoting something worthy.

Perhaps nobody, with the exception of Col. Emery Mapes, who easily stands first, has been more keenly interested in circulation facts than the writer.

For eight years I have been going at the thing from every angle.

And this striving for bulk, fighting for bulk, scheming for bulk, lying for bulk, and even going to jail for bulk, has been the one great evil of the publishing business.

It has grown into an even greater abuse than the flamboyant exaggeration and misrepresentation of advertisers themselves.

I know what I am talking about, for I have been closely identified with the Association of American Advertisers, whose main mission upon this earth is the running of circulation facts to their widely scattered lairs.

Publishers with the biggest circulations have always welcomed our investigations, while those who refused admittance to our auditors have often been publishers with small circulations, or with circulations which they knew would not tally with their claims.

Is it not time publishers realized that bulk isn't the only wheel on the wagon?

And isn't it time advertisers themselves gave more attention to the quality of the quantity?

I think so.

With all the peanut problems that have in recent days been introduced into advertising by men whose ability to talk greatly outclasses their ability to think—with all the hookworm talk about This, That and T'other—here is a theme that just ordinary common sense is pushing to the fore.

If the Baltimore Convention will take the one topic of "Circulation," reduce it to its simplest terms and center attention upon its importance, it can adjourn with the sweet satisfaction of having done something really worth while.

It can thus give advertisers a real foundation upon which to build.

It can accomplish a task that will live in history as long as presses print.

"Circulation" isn't confined to newspapers and magazines—don't imagine that for a minute.

It belongs to street-car advertising, poster advertising, painted-sign advertising, distribution, mail lists, and to the very salesmen themselves.

MAKING THE CATALOGUE PAY

TWO METHODS OF MAKING THE CATALOGUE FIT THE APPROPRIATION
—A NUMBER OF FACTORS DETERMINE THE SIZE OF THE BOOK—
A "SINGLE SHEET" DUMMY

X

Assuming that we know what matter is to be included in the catalogue, and have a general knowledge of the form in which it is to be presented, and assuming, furthermore, that we know where to get the data we need, there are certain very practical questions which must be considered before we can proceed with the mechanical construction of the book.

Chief among them is the problem of getting as nearly what we want as possible within the price we can afford to pay, which necessitates in advance a pretty thorough knowledge of what is wanted. Some advertising men go so far as to write the entire copy, specify all the cuts and decorations, and submit a complete dummy to the printer who bids on the job. The advertising manager keeps in mind all the time that part of the book is essential and some of it is frills. Moreover, he knows which is which, so if the cost is prohibitive he can lop off an "extra" here and there to bring it down.

The opposite practice is sometimes followed: the advertising manager getting an estimate on the bare essentials, and computing the margin which remains between that sum and the maximum amount the appropriation will stand for a catalogue. As he goes along with the preparation of the copy, etc., he can add the frills to make up the difference.

The first plan seems to be considered the better, since it promotes accuracy, and obviates the probability of a lot of extra charges for delays, author's changes, and so on. Under the first plan the two factors in the job—the printer and the advertising man—are working in har-

mony, because each knows exactly what the other is doing, and knows what to expect. Under the second method, however, neither has any definite knowledge as to the actual character of the job or when it will be completed. And furthermore, nine times out of ten the man who follows the second system will pay more for the same job, because he has to pay for a lot of *time* which doesn't show in the book at all.

M. C. Meigs, advertising manager of the J. I. Case Threshing Machine Company, Racine, Wis., a concern which buys printed matter very carefully and to which these articles will refer several times, says:

"We are usually in position to know how many pages we will require for any specified catalogue—size, weight of stock, etc. It then becomes a matter of how much artists' time we want to spend in decorating the book, and whether or not we want two or three colors on the cover, and the same on the inside. We usually prepare a blank dummy, with specifications, and forward it to the printer or printers whom we ask to figure. When we receive our first figures, we can tell whether or not it is within the price which we wish to pay, and if not we can then cut it down by either cutting out some of the colors, reducing the weight of the stock or in some cases cutting out some of the matter and making the book smaller.

"We always have a limit, above which we feel that it is extravagance to go in the purchasing of our printed matter."

H. C. Goodwin, advertising manager of E. Kirstein Sons Company, makers of Shur-on optical goods, Rochester, N. Y., believes that the price is a matter entirely secondary to the subject matter. He writes:

"In getting out a catalogue we write up the copy, which is revised several times. Then we know exactly what we want in the catalogue, lay out a dummy and send this to the printer with specifications.

"We have no fixed limit of

A Message To Advertisers

There's only one way to buy newspaper circulation, that is on the basis of the daily average for an entire year.

No one can or will dispute the fact that newspaper circulations fluctuate.

The newspaper business is not unlike other businesses in regard to the fluctuation of daily, weekly and monthly cash sales.

New York evening newspapers have their greatest circulation in April, during the opening games of the baseball season, and in October, during the post series games at the close of the baseball season. The only deviation from these more or less fixed periods when it is possible to inflate circulation is when "big news" breaks such as the Titanic disaster.

To buy advertising space in a newspaper for an extended period on the strength of the number of copies printed or sold for cash during the month of April or the month of October would be foolish. It would be about as foolish as buying a store on the showing of its sales for only two months, say May and December.

The full year basis of estimating the daily average net paid circulation includes all seasons, the high and low periods, the spring and fall months, when circulations reach their top notch, and the summer and winter months, when circulation drops down from the highest point.

That the average daily net paid circulation for a full year is the fairest, squarest and only accurate way in which to compute circulation as a basis for establishing an honest and equitable rate must be conceded by all conscientious publishers.

Since April, 1910, THE GLOBE has plainly stated and proved its net paid circulation month by month and submitted to five different audits by organizations representing advertisers or doing the work for advertisers.

The Globe
AND Commercial Advertiser.
NEW YORK'S LARGEST NEWSPAPER

New York's Foremost High-Class Evening Newspaper

O'MARA AND ORMSBEE
Foreign Representatives

Tribune Bldg., Chicago

Brunswick, Bldg., New York

The Pittsburg Leader

The Paper That Does Things

1912—9,872,416 Agate Lines

1908—6,816,288 “ “

Gain 3,056,128 Agate Lines

A marvelous record in the
Newspaper World

CIRCULATION

85,332 Gross

These are the figures of the Auditor of
Association of American Advertisers.

The Leader takes this occasion to thank
its friends for their support and confidence,
and as the Leader prospers it promises to pass prosperity around.

A. P. MOORE
Publisher

WM. E. MOFFETT
Adv. Mgr.

VERREE & CONKLIN, Inc.

Representatives

NEW YORK

CHICAGO

price above which we believe it would not pay to go in purchasing the catalogue."

The Carter's Ink Company, Boston, says:

"We have never believed in determining upon a price and making our catalogue fit this. We have always made our specifications and prepared our dummy and gotten our price on this. We have endeavored to make our first dummy all-inclusive, exactly what we would like to have if we could afford it. That is, there has been no question of cost at first. If upon receipt of our first estimate we find that the cost is more than we can stand, we can then, in a systematic manner, cut down our dummy in certain places until we can get the estimate and our figures to agree."

The two greatest drawbacks to the actual compilation of catalogue material are the lack of system and too much system. One is just about as serious as the other when it is a question of results. Which is the worse, to have the files so subdivided and classified to the minutest detail that there is no telling under which sub-subhead a fact is to be found, or to have the fact stored in somebody's brain who left the company a couple of weeks ago? The writer of this article has seen many a day when it was a great deal easier to go and bother the factory superintendent for information than to try to dig it out of the advertising department files. He has seen the final proofs of a book go up into the front office for a last O.K. (they had been there half a dozen times before in various stages of development) and stay half as long again as it took to write the book and get it into type.

That is a sample of too much system. And on the other hand he remembers a time when three cylinder presses had to be held for three days because the design of a machine had been changed and there wasn't system enough in the place to notify the advertising manager of it. After a thousand sheets had been printed in two colors and the black

form was being made ready on the third press, the general manager happened to remember about the change. It cost \$135 for time alone, without counting the spoiled paper and the new cuts.

In the majority of cases the first thing decided upon is the page size, for upon that depends the number of pages in the book, and the whole typographical arrangement. Page sizes depend upon several things. In the first place the size should be one which will cut with little waste from standard sheets of paper: 25 by 38 inches being the commonest size for booklets. On very large runs, of course, special sized sheets may be ordered from the mill to cut economically to any size page desired. Next the custom of the trade must be considered, whether the book might be carried in the pocket or not, how large illustrations must be cut down, what size is most convenient for mailing, etc. Other literature with which the book is to be sent must be taken into consideration. If it is one of a regular series, of course the size will be governed by that of the rest—and so on.

Considerations apart from the catalogue itself frequently help determine the page size. Thus G. K. MacEdward, advertising manager of the Detroit Lubricator Company, Detroit, Mich., writes:

"The size $3\frac{3}{8}$ by $6\frac{3}{4}$ gives a pleasing proportion, and, while slightly smaller than most catalogues in this field, is of convenient book size. The book is thick enough to stand up on the purchasing agent's shelf or desk, is easily filed and convenient to handle. Each page is a unit in nearly every case.

"The size of the type page enables us to reprint catalogue pages in the form of circulars and booklets for enclosure in the ordinary size Government envelope with considerable economy in the cost of composition, cuts and preparation of these circulars and booklets."

The Detroit Lubricator catalogue is too bulky to send in an

ordinary envelope, yet in considering the page size, envelope sizes are taken into consideration just the same. Two concerns emphasize the importance of a page size large enough to illustrate the product adequately. B. F. Geyer, assistant manager of the publication department of S. F. Bowser & Co., makers of oil tanks and storage systems, Fort Wayne, Ind., writes:

"The page size of catalogues we consider very important, particularly where illustrations are to be used. The subject matter, in many instances, also affects the size of the page. To illustrate the point: we manufacture what we term a 2-F Oiling System. The smallest one of these outfits is sufficiently large to take care of an ordinary power department. If we were to illustrate a system of this kind on a type page $3\frac{1}{2}$ by 5 inches, or even $4\frac{1}{2}$ by 7 inches, you can see that it would be entirely inadequate. In order to give the prospective purchaser a reasonably accurate idea of the size of this outfit, it is necessary to use an illustration at least 7 by 9 inches. It is almost impossible to give any rule for determining the size of a catalogue page. As stated above, it is governed, in our opinion, almost solely by the nature of the product and the amount of descriptive matter to go with it."

P. P. Willis, advertising manager of the National Motor Vehicle Company, Indianapolis, Ind., says:

"I would rather have a 10 x 12 page, containing nothing but an enormous cut of our motor, that would show clearly every mechanical feature, than have such a cut the size of an inkwell that told nothing; in other words, I believe in making it the path of least resistance to understand what you are selling."

How many pages will be needed? In nine catalogues out of ten that depends upon the number of cuts it is desired to include, for descriptions can be boiled down or expanded, and type is elastic in a sense in which cuts are not. A good way to estimate

the probable number of pages is to take a dummy of the proper page size and about twice as thick as you think the book ought to be. Leave a page for title, and a leaf for introduction, and then lay out the cuts in approximate sizes, straight through the book. When all the desired illustrations have been included, the nearest multiple of eight pages in excess of the actual number of used dummy pages will be a fairly close estimate of the total number of catalogue pages.

A great many catalogues are built page by page; each page referring to a single subject, and no text running over. In that case the problem is much simplified by getting together the copy and layout for each page on a single loose sheet. The Nelson Valve Company, Philadelphia, uses a special double sheet for this purpose. On the left-hand side are printed rules, showing both the size of the entire page, including margins, and the size of the type page. The right-hand side is blank, to give plenty of room for the typewritten copy, while the layout is made inside the rules on the left-hand page. This not only is convenient for the advertising department, but is a great help to the printer, since in dividing the copy among several compositors, the layouts go with it and it is not necessary to waste time referring to a single dummy.

The catalogue with one item on a page is deservedly popular. One of the reasons is stated by James A. Payant, advertising manager, The Shaw-Walker Company, makers of filing devices and supplies, Muskegon, Mich.

"We have tried to put all illustrations and information pertaining to each article on the same page as the article itself. We have found, in our experience, that many of the catalogues that come to us have the information as to sizes, weights, prices, etc., gathered together in one place, or perhaps in several places, but very seldom on the same page as the illustration of the article.

"Of course, this makes it easier

Another Record Breaker

More people read

THE CHICAGO DAILY NEWS

in December last than in any previous
December in the paper's history.

Here are the average daily net paid circulation for December since
The Daily News passed the 300,000 mark:

December, 1902.....	300,589	December, 1908.....	322,278
" 1903.....	319,518	" 1909.....	324,682
" 1904.....	307,765	" 1910.....	314,309
" 1905.....	308,865	" 1911.....	330,036
" 1906.....	313,344	" 1912.....	347,536
" 1907.....	324,845		

Here are the figures in detail for December, 1912:

State of Illinois, County of Cook, ss.:

HOPEWELL L. ROGERS, business manager
of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies
of the paper named printed and sold during
the month of December, A. D. 1912, was as
follows:

Days.	Copies.	Days.	Copies.
1.....	Sunday	17.....	356,865
2.....	342,504	18.....	357,736
3.....	337,949	19.....	352,555
4.....	344,849	20.....	353,752
5.....	355,601	21.....	350,515
6.....	351,187	22.....	Sunday
7.....	330,804	23.....	349,680
8.....	Sunday	24.....	356,177
9.....	356,639	25.....	Holiday
10.....	356,633	26.....	346,139
11.....	354,604	27.....	344,916
12.....	353,582	28.....	334,533
13.....	353,086	29.....	Sunday
14.....	336,154	30.....	355,366
15.....	Sunday	31.....	344,593
16.....	359,496		
Total for month.....			8,698,935
Less returns and allowances.....			10,528

Total sold, net.....8,688,407

Daily average sold.....347,536

All "exchanges," copies used by employes, un-
sold and returned papers are deducted in deter-
mining the net paid circulation.

HOPEWELL L. ROGERS,

Subscribed and sworn to before me this 2d day
of January, A. D. 1913.

[L. S.] HENRY C. LATSHAW, Notary Public.

More people advertised their "wants" in The Chicago Daily News in
December last than in any other December in the paper's history, and the
total of display and classified advertising exceeded that of the previous
December.

Here are the December advertising figures:

Display1,618.17 columns
Classified 985.64 "

Total2,603.81 columns
Twenty-five publication days, averaging 104.15
columns.

The Daily News prints more "Help Wanted" ads than all other Chicago
papers—daily and Sunday, combined. It is Chicago's "Want Ad" Directory.

OUT NEXT WEEK

"The Book of Circulation"

by

A. D. Porter

19 Chapters

No Illustrations

All Facts

Some Figures

Whatever you believe
about circulation, here's
your chance to see the
facts.

Don't miss it—
Out Next Week

in many cases to get up the catalogue, for if there are any changes in prices it will only be necessary to change a few pages, whereas under the other method it will be necessary to make changes perhaps, on every page. Nevertheless, the convenience of having all the information, as well as the illustration of the article itself, together seems to us to make it worth while going to this extra trouble."

The next installment of these articles will include some advantages and disadvantages of various methods of buying catalogues.

ACTIVITY OF FOREIGN LOT- TERIES IN AMERICA

It will be news to most readers of *PRINTERS' INK* that, although it is explicitly against the laws of this nation to conduct a lottery or to solicit funds for one, the United States mails carry each year thousands of lottery announcements from abroad, with directions as to how to participate in them and share in the proceeds. While the Government is on the lookout for this sort of thing and keeps a rapidly growing list of foreign firms, acting as fiscal agents for Government lotteries, whose mail is to be held up here, it is reported that the business of gambling by this method is growing more and more popular.

A subscriber has sent to *PRINTERS' INK* the announcement of a lottery being carried on by the government of Denmark, sent him by Martin & Co., bankers, of Copenhagen. This lottery totals at five million, one hundred and seventy-five thousand francs in gold, and the chief prize amounts to a million francs. The circular has a decidedly official look about it. It is printed in English, evidently for distribution in this country and in England. It reached the prospect in a plain envelope and the circular states that, if successful, the winner will receive his check in the same manner. The United States Government, of course, is thus unable to

surmise the contents of the letter.

"Fraud" orders issued by the post-office department at Washington run against several hundred firms soliciting funds for foreign lotteries. These are for nearly every nation except the United States, and among the chief offenders are Germany, Denmark and France. Mail bearing the imprint of concerns with such orders against them is subject to investigation and is likely to be intercepted. The inspector at the New York post-office, however, states that doubtless many such letters, without any imprint whatever, pass through his office each year, without being recognized as lottery advertisements.

The inspector says that the foreign lottery business seems to be more and more popular in America than elsewhere. This is because of the great foreign element in our population, with whom such a form of gambling has become a "legitimate" enterprise. The Government is powerless to stop it by legal action directed against a foreign government, except to hold up the mail where it is known to contain advertisements announcing lotteries.

ANNUAL MEETING OF A. A. A.

The Association of American Advertisers will hold its thirteenth annual meeting at the Onondaga, Syracuse, January 28 and 29.

Miss Ida Clarke, of Scott & Bowne, Bloomfield, N. J., will read a paper entitled "Circulation." A. N. Drake, of the Booth's Hyomei Co., Buffalo, will discuss "Flat Rates." Herbert N. Casson, of the H. K. McCann Co., New York, will give an address upon "Advertising and Selling Efficiency." Frederick T. Murphy, of the Mark Cross Co., New York, will estimate "The Compensations of Obscurity." The Hon. John Barrett, Director-General of the Pan-American Union, Washington, D. C., will read a paper entitled "The Panama Canal and Pan-America: What They Mean to the United States."

A feature of the second day will be "The Bull Ring," in which the following will give ten minute talks: the Newspaper Publisher; the Magazine Publisher; the Newspaper Advertising Manager; the Magazine Advertising Manager; Painted Signs; Bill Posting; Street Cars; Novelties; the Make-Up Man; the Local Advertiser; the National Advertiser, and His Honor, the Consumer.

Bert M. Moses, president of the Association, says that this meeting will be of unusual, practical benefit.

OUT NEXT WEEK

"The Book of Circulation"

"So you see there is merit in this small town idea, but not so much because of geography as of psychology."

and much other light on a subject around which some mystery is put.

Be sure to see this book
—published by
The Housewife,
30 Irving Place,
New York



Uncle Sam points to

many a choice bit of territory, where the prudent advertiser may spend his appropriation to advantage.

This suggestion does not refer to congressional "pork barrel handouts," but to projects of far-reaching importance, geographically and industrially.

For example, Uncle Sam just now is building a \$2,000,000 movable dam and locks in the Ohio, at Evansville, Ind.

Now that you look Evansville-ward, what other symptoms do you find here?

Evansville has just raised \$150,000 for a Y. M. C. A. building; has reduced and refunded her municipal debt and sold her entire \$150,000 4% bond issue to her own citizens at a premium.

Certainly too inviting an array of pocket books to pass by!

You can reach them all, including the 300,000 suburbanans through the

Evansville Courier

"Evansville's Favorite Newspaper"

"Favorite" is conscientiously used here, and subject to arithmetical proof.

The EVANSVILLE COURIER has more circulation than all other Evansville papers combined.

Besides it covers 20 counties in the adjacent sections of Kentucky, Indiana and Illinois; all "trollified" into one shopping community.

Let the EVANSVILLE COURIER help you annex it, saleswisely speaking.

THE EVANSVILLE COURIER

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

TOO MUCH ADVERTISING TALK TO DEALERS?

LATTER ARE OFTEN UNDULY SENSITIVE ON THIS POINT AND IT IS EASY FOR TRAVELING SALESMEN TO OVERDO DESCRIPTION OF ADVERTISING SUPPORT, AND ANTAGONIZE THE RETAILER—TOO AGGRESSIVE ANTI-SUBSTITUTION COPY ANOTHER SORE SPOT

By C. G. Percy,

Advertising Manager of Grosset & Dunlap, New York

How much stress should a manufacturer place on his advertising when he is presenting his goods to the retailer? A general merchant in a city in Western New York went so far as to say that if the salesman talked his advertising too much that this turned him against the man before he had a fair chance to get to his real proposition. This retailer tells of an incident which will give the reader an idea of how far this advertising feature is carried.

"One morning about three years ago I was standing near the door of my office when a well-groomed man approached me and asked if I was Mr. J—, the proprietor. I told him that I was and he asked me for a minute's time, which, of course, I granted him. Well, sir, do you know, he let out a perfect string of talk about the advertising his firm was doing; he told how the advertising had made the line well known throughout the country, and all of the usual 'dope' about millions of people seeing the advertising. He was a charming talker and I guess he talked about his advertising for more than ten minutes.

"When an opportunity to interrupt presented itself, I said to him: 'You are too good a salesman to waste your time and mine telling me all of that truck. Tell me about your goods, how they are made, what they sell for, and principally how much I can make selling them, providing the quality is up to my standard.

"Let me explain that I am here every day to get the kicks if there are any coming while your con-

cern is a thousand miles away. Your advertising won't answer complaints. I have been here for twenty years, and eighty per cent of the people in this city know of my store; forty per cent, at least, buy here once in a while. Tell me about the goods and let the advertising come *after*. I am more interested in holding my reputation for honest merchandise and making a living at the same time—more interested in that than anything you say about your house and its advertising.'

"Well, he did change his line of talk and proved that he was a good salesman and that his goods were right. I ordered and have carried his line for three years; but let me say that a less prepossessing man with this method of approach might never have landed the first order.

"Some men will accuse me of being narrow, but those who accuse me don't know how many, many times a day retailers are called upon to listen to all manner of advertising talk about lines that are out of the question. Many times men, slovenly in appearance and generally disgusting, will find their way into the office and drive a buyer to distraction. I credit these men with tenacity of purpose, even though their personalities are against them."

This is one retailer's way of expressing it. Of course it is foolish to say that retailers are not interested in advertised lines, but it is a question as to just how far a firm should go in featuring its advertising when it is trying to open up an account.

A haberdasher less than five hundred miles from New York said that he did not have much faith in national advertising, and that he was much opposed to what we call anti-substitution copy. He said:

"The people in S—— know me. They know I am here year after year giving good value and good service. Why should advertisers try to create the impression that unless I hand out their particular brand, I am a crook and a robber? I can't carry everything in the market just be-



The Surefooted Advertiser

takes no chance of letting any of his advertising dollars slip over a precipice of experiments or into a crevice of misleading figures. He carefully picks his path up the mountain of results.

And he prefers a "beaten path." It is a safe one to follow.

The path of advertisers in the

Norfolk Ledger Dispatch

shows the following "foot prints in the sands of time," likewise in the footing columns of its advertising records:

From January 1st, 1912, to October 12th, 1912, the **NORFOLK LEDGER DISPATCH** carried 58,523 inches MORE advertising than its nearest competitor.

Despite the latter's Sunday issue, which gave it 40 more publication days.

The **Norfolk LEDGER DISPATCH** is the only afternoon paper in this field.

70% of its more than 21,600 circulation is delivered by carrier into the homes.

Tally this circulation with the population: 125,000 within shopping radius. At a ratio of 5 heads per family, that makes about 25,000 families. And the LEDGER DISPATCH has over 21,000 NET PAID circulation!

NORFOLK LEDGER DISPATCH

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

At your service, any time, anywhere.

cause it is advertised, and it often happens that the goods I do carry are the best in the land, while the fellow who is doing the howling about crooked dealers is putting out 'bum' stuff.

"I carry Q——'s clothing and push it—not because I think it is the best value, but because it had an established reputation before I took it and because there are a few people who think that there is no other brand on this earth that quite equals it. Don't think that this is all I sell, for it isn't. I can make more on some other brands than to my notion are just as good, if not better, and surely as easy to sell.

"If customers ask for Q——'s clothing, they get it, or if they ask for some well-known brand that I don't stock, I simply tell them that I carry Q——'s clothing and some other brands that I think are very satisfactory. However, I don't force my proposition; I simply ask if they care to see what I have got. If they insist on a particular brand I don't stock, I tell them I am sorry I can't serve them. This may lose some sales, but it establishes faith in me, and in the long run I think it pays. Do I deserve the fruits of 'don't take imitations' advertising?"

This very man says he does not as a general rule believe in advertising because experience has taught him that all advertised goods do not necessarily offer the best quality obtainable. He says that he will risk his reputation as a buyer of good merchandise and stand on his own legs without any national advertiser back of him to guarantee quality.

This man is indeed a puzzle. He won't carry an advertised collar because he says he can get better quality in a collar with his name on it (if he buys in hundred dozen lots, and that's not much to buy). This collar pays him a better profit and it advertises his name instead of his advertising another man's line, which is sold all over town and withal, making a smaller margin of profit on the other fellow's trade-marked goods. Is he so queer?

It would be hard for a salesman to know just how much to say to this man about the national advertising that his house is doing.

Just across the street from the man we have just been writing about is another haberdasher who divides with one other man in his town the exclusive sale for X—— hats. He believes in pushing X—— hats because it brings a desirable class of people to his store, and he thinks that he is justified in giving this name prominence over his own, and linking up with all of the X—— publicity and popularity. Eighty miles away, a retailer who also sells the same hats says that he advertises his business first and plays up X—— hats as an afterthought. He lets X—— hats seek his company; he does not seek their company, so to speak.

When asked if they thought national advertising helped them, one man said: "Put the money spent in advertising into a better profit." The other said: "Spend more of it locally—concentrate."

There you have a few jumbled views from retailers which, if they prove nothing else, they *do prove* that it is not safe for the advertising man to be too confident of the impression his work is making on the local retailer, who, after all, is the most important link in the chain. Is it not well to instruct your traveling salesmen to stick close to the old proposition of merchandise and profit, letting the advertising take its place as the child of the product and not as the father—a finisher rather than a starter?

WOULD LIKE TO SEE "PRINTERS' INK" IN DE LUXE FORM

ROBT. H. INGERSOLL & BRO.
NEW YORK, Jan. 7, 1913.

Editor of PRINTERS' INK:

After reading the report in PRINTERS' INK of the Kellogg case and Mr. John's presentation, I felt that you ought to be congratulated on the amount of enterprise and care and expense that you put into the production of PRINTERS' INK. It is an unusually good paper you are giving us, and I only wish that there was some way for you to make the physical appearance of the paper equal its contents in excellence.

WM. H. INGERSOLL.

THE New York Sun

Morning**Evening****Sunday**

IMPETUS has been given THE NEW YORK SUN in all departments. Brilliant, experienced specialists in touch with the latest information have joined the staff of this world-famous institution, and while retaining all its old friends THE SUN is making many thousands of new friends and admirers.

THE NEW YORK SUN is the newspaper of the banker, the diplomat, the business man—and the shopping gazette for the ladies of their households. It is a daily visitor in the best homes in New York.

492,018 lines gain in advertising during the past year, is evidence that advertisers appreciate the value of the Morning and Evening Sun as an advertising medium.

CHAS P. KNILL

Western Representative

910 Steger Building, Chicago

I. A. KLEIN

Eastern Representative

Metropolitan Tower, New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, January 16, 1914

Letting Out an Editorial Secret

"If PRINTERS' INK has enough articles on the selling of old-line insurance to be of service to me, I will be glad to enter my subscription."

Thus frankly writes a recent correspondent, and his letter is one of a good number of similar letters that the editor of PRINTERS' INK receives during the course of a year.

It seems to be instinctive with a certain proportion of business men to think that if they are in the hay business, business articles must necessarily be on the subject of hay in order to be of much value.

What an odd thing it would seem to be if young men and women went to business schools and insisted on receiving a course in bookkeeping for the hay business or stenography for the insurance business. As a matter of fact, the fundamental principles of bookkeeping, as well as the newer devices of card systems, loose-leaf binders, the making of duplicate records by the

carbon method, etc., may, when understood, be applied to the hay business as readily as to the harness business or the oil business. It is merely a matter of adaptation.

It is the same way in advertising. We do not mind letting out a little editorial secret. It is this: We frequently—very frequently, in fact—decline manuscripts that are in a way excellent, but which we regard as unsuitable for PRINTERS' INK for the very reason that they relate too exclusively to one business and would interest too few of our readers. An article on telephone advertising, for example, if it is so written that the ideas brought out would be of interest and service only to other people engaged in the telephone business, would be turned down. PRINTERS' INK would ask the writer of it to try to so deal with his subject that the plans or experiences he describes can be adapted by hundreds of other advertisers in lines entirely different from the telephone.

The foregoing might be said to be almost an invariable rule of our office. We keep constantly in mind a long and varied list of advertisers. "Could this list of men draw good ideas from the article?" is the question we put up to ourselves, and the answer must be in the affirmative or the article is not used.

So when you see any article in PRINTERS' INK on some subject foreign to your business, do not jump to the conclusion that the article contains nothing of interest or service. That article was published because we were sure it would help hundreds; you are likely to be one of the number.

The Copyright Law and Advertising Ideas Advertisers interested in the discovery of some means to check the troublesome cuss who lifts an advertising idea, clothes it in new words, and sends it out as his own, have been watching rather closely the recent cases against theatrical managers and producers in which

plagiarism has been involved. The case of Harry Dam vs. Kirk LaShelle Company has seemed to present a remarkably close analogy to the swiping of an advertising idea, since it was the idea only which was appropriated.

The bone of contention in the suit was the play entitled "The Heir to the Hoorah." Harry Dam had written a story called "The Transmogrification of Dan," which was published in the *Smart Set*. Some time later, Paul Armstrong took the plot of the story and made it the climax of the play. He did not use any of the language of the story, and not only gave to the characters different names, but added many new characters and incidents. The play was produced by the LaShelle Company, after Dam's death, and the latter's widow sued the producer for all of its profits and the author for all of his royalties. The court found for the plaintiff, awarding her a sum amounting to more than \$160,000.

With the thought that this case might prove a precedent for the protection of advertising ideas, PRINTERS' INK has secured some legal opinions, the gist of which is that it probably can have no effect whatever upon the standing of advertising ideas as property. The author of a story has two distinct rights therein, which are conferred upon him specifically by statute. He has the right to make copies, and he has the dramatic right or stage right—the right of public representation, which includes the dramatic situations and general action of the piece. The two rights are separate, and he can sell either and retain the other. Consequently, the adaptation of an idea for dramatic purposes, without the consent of the author (or the owner of the dramatic rights), is a violation of the statute. The adaptation of the same idea in an advertising booklet, however, would not be a violation, for the statute says nothing about advertising booklets. There is no relief in sight from the dramatic angle of the copyright law.

To Label "Imported" You Must Import

The magic word "Imported" is likely to wane in power, now that the Federal Government has decided that a lie as to the origin of an article is as much a misbranding as a lie about the ingredients.

Some olive oil compounded with cottonseed oil was shipped from a New York concern to Philadelphia recently, and the label on the retail packages set forth that the goods were of "Extra Quality, Imported."

The District Court for the Eastern District of Pennsylvania very quickly decided that goods made wholly or partly in these United States of America have no right to bear foreign titles; and the offending olive-cottonseed oil was ordered destroyed.

Some day, not far off, we hope, an honest confession of birthplace—"Made in America"—may mean as much as the much-abused "Imported."

PRINTERS' INK says:

Eternal vigilance doesn't mean watching competitors so closely that there is no chance to keep an eye on the business.

Treat All Alike

The Pittsburgh-Publicity Association submits a copy of a bill against fraudulent advertising which the Hon. George E. Alter has drawn for submission at the next session of the Pennsylvania Assembly. The text of the bill follows:

AN ACT

To prohibit the making or dissemination of false or misleading statements or assertions concerning any merchandise, securities or services, and providing penalties for the violation thereof.

Section 1. Be it enacted, etc., That whoever, in a newspaper, periodical, circular, form letter, or other publication published, distributed or circulated in this Commonwealth, or in any advertisement in this Commonwealth, knowingly makes or disseminates or causes to be made or disseminated any statement or assertion concerning the quantity, the quality, the value, the merit, the use, the present or former price, the cost, the reason for the price, or the motive or pur-

pose of a sale of any merchandise, securities or services, or concerning the method or cost of production or manufacture of such merchandise, or the possession of rewards, prizes, or distinctions conferred on account of such merchandise, or the manner or source of purchase of such merchandise or securities, which is untrue or calculated to mislead, shall be guilty of a misdemeanor, and on conviction be sentenced to pay a fine of not less than one hundred dollars nor more than one thousand dollars, or by imprisonment in the county jail not exceeding sixty days, or by both such fine and imprisonment.

This bill is practically the same as the Massachusetts law as amended last Spring, which has been commented upon before in these columns. Its chief defects are the inclusion of the word "knowingly," which imposes upon the prosecution the burden of proving a deliberate, premeditated design to deceive, and the attempt to specify all the different connections in which a misstatement will be construed as a violation. It is as impossible to give a list of all the various ways men will try to deceive as it is to tell how many different methods of theft are to be punishable. What we need is a statute which will make it a crime to lie in an advertisement, not a list of the different ways in which it is unsafe to lie. Just to show that the Pittsburgh statute is not comprehensive, how about a misstatement of *ownership* of the goods? That is only one. An ingenious confidence artist could think up a dozen before breakfast.

But the main purpose of this editorial is not to knock holes in anybody's fraudulent advertising law—which PRINTERS' INK would heartily support if it didn't know of one which it believes to be better—but to point out the extreme advisability of a *uniform statute* in all states. Instead of adding confusion to the chaos of statutes now extant, let us stand together for the adoption of an advertising law which will give the national advertiser the same protection against bad company in Texas that he enjoys in Maine.

The model statute, drawn a little more than a year ago for PRINTERS' INK by Harry D. Nims, has been endorsed by the National Federation of Retail Mer-

chants, who are promising a concerted effort to secure its adoption in all states at the first opportunity. Readers of PRINTERS' INK are familiar with the history of this model statute, and ad club members know what has grown out of it in the vigilance committee movement. The machinery for its enforcement is being perfected. Why step aside to push a statute which is at best difficult of enforcement and easy to evade? Let us in the advertising business avoid the conditions which have banded the lawyers together in an association for the promotion of uniform state laws.

So few advertisers, comparatively, are doing business within the limits of a single state that it seems a pity to run boundary lines through one's definition of the truth. There may be good reasons for different regulations regarding the collection of debts in different states, or the assessment of taxes, but no good reason appears for different standards of the truth.

We recommend to the Pittsburgh Publicity Association, and to the Pennsylvania General Assembly, the following model statute, because we believe it is vastly more likely to accomplish what is expected of such a law and because it is very likely to pass in other states before long:

THE "PRINTERS' INK" MODEL STATUTE

Any person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, hand-bill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

The H. K. McCann Company

(ADVERTISING AGENTS)

Announces the establishment of an advertising organization in the Middle-West with offices in the

B^OYER BUILDING, DETR^OIT

This Detroit Branch is in Charge of

Gleeson Murphy and Fred M. Randall

To take up this work, Mr. Murphy resigned as Assistant to the President of the General Motors Company and Mr. Randall resigned as Manager of the Detroit office of the Charles H. Fuller Company.

In addition to the co-operation of the home office, Messrs. Murphy and Randall have a staff of men with merchandising as well as advertising experience, and they are now equipped to furnish a very high quality of advertising service.

The H. K. McCann Company

11 BROADWAY
New York City

B^OYER BUILDING
Detroit, Mich.

THE POLICY OF THE DEALER HOUSE-ORGAN

HOW VARIOUS ADVERTISERS HAVE DIRECTED THE EDITORIAL CONTENTS WITH EFFECT—ONE IMPORTANT BY-PRODUCT IS CREATING LOYALTY IN THE ORGANIZATION AND AMONG DEALERS

By C. R. Lippmann.

A survey of the house-organs to dealers impresses the reviewer with the variety of motives that have called it into existence, and that are revealed by its editorial policy.

In some cases the latter is comprehensive, projecting, as it were, the house and its doings on paper. This, for example, is the policy of *Northern Furniture*, the monthly mouthpiece of the Northern Furniture Company, Sheboygan, Wis. This is an excellent publication, both editorially and typographically, and brings excellent returns.

Says this company: "Its policy is to keep the retail furniture dealer informed about new patterns, new goods, and changes in style through the factory; to explain the construction and advantages of our product; to offer suggestions on stock display that will appeal to those consumers who are most likely to need such goods as we make. In brief, to bring the factory into the retailer's place of business, as well as we can, every month.

"This is a decided advantage in a line of merchandise where store or storage space is probably the most vital factor. As a result of this policy, to quote the advertiser, "large quantities of furniture are sold where the buyer quotes from the page and description given in the house-organ. All the dealers have our catalogues, yet when pictures from them are reproduced in the house-organ they often send inquiries traceable to these reproductions. It seems to be a successful reminder of the goods we have already brought to the dealer's attention in the catalogues."

Another field where a compre-

hensive stock of the manufacturer's line is, as a rule, not inviting to the dealer, is jewelry. Here the reason is the opposite. The storage space necessary is apparently very small, but the goods invoice rapidly into large sums.

In the words of the manufacturer, *The Wallace*—a "little magazine with a silver lining"—"endeavors to keep the jeweler in touch with our new and seasonable goods—in this respect supplementing our trade-paper advertising and assisting the salesmen; to keep before him the various selling points of the Wallace lines; to carry the announcements that are necessary from time to time between manufacturers and retailer; to provide such information about the goods illustrated as can be used to advantage by the dealer in his own selling talk and in his printed matter; to keep him in touch with our national advertising campaigns and dealer advertising helps; and to encourage and assist him in doing more and better advertising for himself.

"As we have many lines and are continually adding new patterns, and as silverware sales are considerably affected by fashion, revivals of historical periods, etc., the goods themselves, with their reasons for being, furnish sufficient inspiration for copy."

A natural question is: How does this impress the dealer-readers? Hardworking editors of house-organs may derive considerable consolation from R. Wallace & Son, who speak as follows about their house-organ: "We have the usual difficulty in getting a definite written opinion from the majority of *Wallace* readers. We have found that quite often the man who doesn't return the postal card and who never mentions the house-organ in his correspondence is often the most interested in reading it. Our information about the effect of *The Wallace* on the trade comes from suggestions, corrections, comments, notices of changes of firm names, addresses, etc.; from reports of actual opinions coming through salesmen from jewelers

who visit our branch offices and factory, from keyed enclosures such as order blanks, price lists, illustration numbers, etc."

Another large manufacturer in this line, the International Silver Company, successor to Rogers Brothers, send their dealers a house-organ which is less elaborate, but exceedingly interesting.

A recent issue shows a halftone reproduction of some of the fifty-four periodicals carrying the company's advertising. The two center pages contain a brief but highly helpful demonstration of superior retail salesmanship by Charles F. Manahan, secretary of the Illinois Retail Jewelers' Association, at a convention.

He showed how the jeweler can frequently "engineer" sales that lead to others, until the housewife has a complete set of silverware to match the half-dozen spoons that formed the first purchase.

This house-organ is called *The Silver Standard*. It has the subtitle "Established in 1847 by Rogers Brothers." Mr. Snow, the ad-

vertising manager, made a ten-strike when he hit upon the ingenious idea of having the two outside pages appear as bona-fide reprints from the newspaper files of the year 1847.

Such reprints are naturally interesting for their historic value. But the ingenuity with which Mr. Snow makes this "old-time news" really timely is shown, for example, in the issue of August, 1912, when the new parcel post, with its complicated zone system, was very much in the air. Under the heading "Post Office Needs Reform," typed in true newspaper headline style, Mr. Snow serves up interesting information about a new scale of postage on first-class letters, proposed in 1847 by the Postmaster-General by request of the Senate:

"Upon all single letters sent by mail any distance not over 30 miles, 5 cents; over 30 to 100 miles, 10 cents; over 100 to 220 miles, 15 cents; over 220 to 400 miles, 20 cents; over 400 miles, 25 cents."

The parcel post has led to an-

The New York Times's Best Year

The net paid daily sale of The New York Times, December 31, 1912, was 233,669 copies, and on the corresponding day last year it was 200,002.

In 1912 The New York Times published 8,844,866 lines of advertisements—the greatest volume in its history, and a gain of 714,441 lines over 1911.

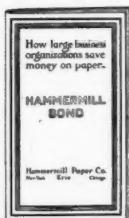


Better Business Paper at Much Lower Cost

Hammermill Bond is the best paper ever made for the money. It will not only give you satisfactory stationery, but it costs from 30 to 50% less than the quality of paper generally considered necessary for office and factory forms.

HAMMERMILL BOND

for letterheads, interoffice correspondence, circular work, billheads and factory blanks, is the paper the business world has long looked for.



In white
and 12 colors

Write on your
letterhead
NOW for free
book of sam-
ples.

Hammermill Paper Company
Erie, Pennsylvania

other unique development in house-organandom. *The Gimlet* is written by S. Norvell, ex-president of the Norvell-Shapleigh Hardware Company of St. Louis, one of the largest Western jobbing firms. Mr. Norvell writes under the alias of "Mike Kinney, Teamster," and proved his pen love by acquiring the *Western Hardware Reporter* and its editorship.

The affectionate hold of *The Gimlet* upon its readers was evidenced when Mr. Norvell, on a recent trip abroad, invited them in a jovial way to send him souvenir postcards in care of his London bankers. The latter were staggered by the receipt of over 10,000. *The Gimlet* charges ten cents yearly subscription, and at that figure had circulated to the tune of 40,000 among hardware dealers and clerks, up to December 31, 1912.

Beginning with January, 1913, the circulation of *The Gimlet* is over 100,000, and aiming at 200,000, with a mission that means an almost revolutionary innovation. *The Gimlet* will help the retail hardware merchants to fight the inroads of the increased mail-order competition threatened with the advent of the new parcel post. According to the announcement of the October, 1912, *Gimlet*, "Any retail merchant can send us a list of not less than fifty names and we will mail *The Gimlet* each month for one year—in the middle of the month—to this list of names. Our charge will be ten cents per name.

"According to the new system, not only will you read *The Gimlet* each month, but your customers will also read it. On every order of not less than fifty names we will print the name of the retail merchant on the front cover. In addition, if you will send us, with your list, some of your firm letterheads and envelopes, we will mail a form letter to each of your customers, advising him that you have subscribed to *The Gimlet* for him for next year. We will do the work of typewriting and mailing out these form letters, charging the postage to you. The regular price of subscription to

The *Gimlet* commencing on February 1, 1913, will be 25 cents per annum, to everybody except those merchants who send us club orders. Therefore, your customers, when they receive *The Gimlet* and see the price, will reach the conclusion that you have invested 25 cents in their happiness and welfare for the coming year.

"Here is an important point we wish especially to impress upon retail hardware merchants of the country. *The Gimlet* will not advertise our own lines exclusively. It will be the definite policy of *The Gimlet* to call attention to a general variety of goods in demand of the retail merchant, as the retail season for these goods comes around. Therefore, a dealer who may not carry Diamond Edge goods will not find any cause for embarrassment. On any goods in the new *Gimlets* we will enter retail prices. Experienced men will handle this question of prices in a manner satisfactory to the trade. . . . If a retail merchant should receive an order for an article written up in *The Gimlet*, that he does not carry in stock, we will—on the instructions of this merchant—send the article direct to his customers. We will bill direct to our customer. . . . We will not fill orders direct from consumers. The whole object of the new plan is to keep the tide of business coming through the local merchants and not in any way to educate the consumer to buy . . . direct from the large cities."

Deere & Co., makers of plows, co-operate with their dealers through a quarterly house-organ. They say: "We have a number of branch houses located in various parts of the country, each one having control over a considerable territory. We, therefore, publish a *separate edition* for each one of these houses, advertising therein such articles as are suitable for *each territory*. Further, every copy which goes into a local dealer's territory has his name and address printed on the front cover. In fact, the entire front cover is devoted to the local dealer's interests."

Favorable Conditions

The Pacific Northwest is developing rapidly; not booming, but growing steadily and substantially.

The four best cities commercially in this great territory are Seattle, Portland, Tacoma, and Bellingham.

The population of these cities increased 194 per cent between the 1900 census and that of 1910.

The miles of transportation lines, boulevards, and congested business districts in these cities are thoroughly covered by our all steel posting plants.

Foster & Kleiser-Signs

Outdoor Advertisers

Seattle, Wash. Portland, Ore.
Tacoma, Wn. Bellingham, Wn.

**Class "A" Service
Up-to-date Methods**

The policy of E. Kirstein Sons Company, opticians, Rochester, is "to give suggestions on better ways of doing business at a better profit. Outside of the regular display advertisements of our products, we seldom refer to our goods in the text matter. Its policy is to suggest so much to the dealer that he will be favorably inclined toward our house."

BROAD-MINDED POLICY OF DEALER HOUSE-ORGANS

On the whole, the firms publishing house-organs for dealers show a very broad-minded attitude. For example, The B.V.D. Company, through its *B.V.D. Dealer*, is undertaking the task of "pointing out to dealers the possibilities in handling and pushing efficiently trade-marked goods in general and B.V.D. underwear in particular."

The far-sightedness of this policy is apparent. Instead of antagonizing the dealer by "substitution howls," he will, if he is influenced in favor of trade-marked and advertised goods in general, naturally and of his own accord do the B.V.D. line justice.

The Detroit Stove Works say about their house-organ: "While it is an advertising proposition to us, we keep the advertising in the background as much as possible, publishing articles on selling plans of interest to the dealer."

The Scott Paper Company, through its house-organ, tries "to give valuable suggestions on the different point of our products, as well as suggestions which will enable them to sell more of their general line of products."

Modern Sanitation, published by the Standard Sanitary Manufacturing Company, is "devoted exclusively to the development and advancement of sanitation." Despite this comprehensive policy, the advertising manager adroitly avoids the pitfalls that trap some house-organs. He does not attempt to usurp the function of a trade or technical paper. It is not an easy task to walk this editorial chalk line.

The Faxon & Gallagher Drug Company, Kansas City, Mo., says

of its house-organ: "Its policy is to be all things to all men, rather than a milk-and-water policy, perhaps. Its editorial policy is to point the way toward improved general conditions in the drug world."

Still broader, in proportion to its field, is the attitude of *Modern Retailing*, the monthly house-organ of the English branch of the National Cash Register Company. This publication is worth more than a passing glance. The department headings in a recent issue will give an idea of its policy and contents: "Old Ideas for New"; "Chats with Shop Assistants"; "The Proprietor's Column"; "Make Your Window Sell Goods"; "Little Helps to Newspaper Advertising by Thomas Russell, President, Incorporated Society of Advertising Consultants"; "A New Method of Accounting," etc. Of, course the N.C.R. does not overlook its own goods. The house-organ advertises "Adding Registers" from eight pounds upwards and "Auto-graphic Tills" from 30 shillings upwards.

One of the most difficult tasks is to be truly broad in dealer usefulness, yet keep one's own goods in the limelight. This is accomplished with remarkable success by C. G. Percy in Grossett & Dunlap's *Business Promoter*. Says Mr. Percy, advertising manager: "Our policy is to show the dealer that by adopting the suggestions we make, he will benefit. We never make our appeal in the light of a favor to us, but rather as a businesslike proposition whereby the dealer will benefit if he acts on the suggestions made. These consist of suggestions for window displays, newspaper advertising, correct use of mailing lists; interior store arrangement and general store decoration. We offer our dealers free advertising electros, moving picture slides and miscellaneous helps too numerous to mention.

The Ginger Jar, published by the Nazareth Waist Company, confines itself to being "a monthly advertising service for the retail drygoods dealer." He is served

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with proofs of electros by no means confined to Nazareth waists.

The policy of the Stone-Ordean-Wells Company, wholesale grocers, who publish *Ginger*, a very elaborate house-organ, is voiced by Harry A. Earnshaw, the editor: "We do not attempt to make the advertising of our goods the predominating feature, but, as far as possible, we try to give our readers a generous amount of matter, interesting, worth while or diverting, and we therefore believe that what advertising is carried is more effective than would be otherwise."

Other house-organs, also successful, hew very close to a straight line that represents a definite merchandising purpose or a part of the policy of the sales department.

For example, Kellogg's *Square Dealer* confesses to being "philosophically belligerent." This company has to contend with free deals, substitution, private brands, etc., by numerous competitors. The house-organ is the special weapon created for this warfare

and fired to the extent of 100,000 shots a month. It has proven a strong help to the sales department.

The McCallum Hosiery Company, Northampton, Mass., publishes a two-color post-card house-organ. It says "It gives honest information regarding our product and our attitude regarding various trade abuses, also information as far as we are able to give it, of probable shortages in various lines and popular styles which have recently come to the front. It always, each month, has a list of actual style numbers on which we can make immediate shipments. We have had a number of cases where the direct sales could be traced to statements of the monthly, either of a certain novelty reduced in price, or a certain new shade put into our line which was the latest rage in fashion's centers. We endeavor to base our material on some incident that has recently come up in correspondence with some one customer, and which seems vital enough to be sent out to them all.

You Need Fresh Air

But Not a Draught!

More and better work follows the installation of Ideal Window Ventilators. They improve the health by admitting the fresh air that office-workers must have for efficiency; yet they prevent the dangerous draughts that subject one to the peril of catching cold.



Ideal Window Ventilators and Draught Deflectors

Easily installed and regulated. Ideal for office, mill or factory.

Send Postal for Free Fresh Air Booklet

giving details, prices and well known architects and corporations who use and recommend Ideal Window Ventilators.

IDEAL VENTILATOR COMPANY, 365 Weybosset St., Providence, R.I.

New York Chicago St. Louis Cincinnati Cleveland Detroit

Wanted
A Man Who Can Sell
BOOKLETS

An organization that produces the highest type of advertising literature wants a high type of salesman.

We will pay him 50% of the profits on his sales and back him up with productions of a character that is satisfying the most discriminating clientele in New York.

If he knows where there's business of this character our dummies will seldom fail to land the order.

Box "C" 41

Care of Printers' Ink

At other times it is the result of various conversations which have been held with either our salesmen, or some of our superintendents."

John Lucas & Co., paint makers, Philadelphia, use their house-organ, *Lucas News*, frequently for introductory purposes. Says Roy C. Sheeler, assistant advertising manager: "All new articles of our manufacture are brought to our customer's attention through this medium, and naturally an interest is started in the material which leads to requests for prices and other information. This end of the business is taken care of, of course, by the sales department, so that the *Lucas News* is really a labor-saving method of securing interest, with the idea, of course, of landing an order through the sales department."

The Hammer, published by the Iver Johnson's Arms & Cycle Works, confines itself "simply to advocate selling talk on Iver Johnson products. We have results. For instance, we have a moving display arrangement for windows. The only comment we ever made on this display stand was in our house-organs, writing no letters to our trade, which is the jobbing trade, but simply putting the announcement in, showing cut and offering to send it out, routing it to different places from time to time. We have never, up to the present, even used the cuts in trade papers, or for write-ups. We have never mentioned the stand in our *Hammer* after the first time, and still we are using a dozen or fifteen of them all over the country."

During the long and bitter litigation between the Buck's Stove & Range Company and the American Federation of Labor, Mr. Van Cleave, president of the company, stated that "had it not been for *Buck's Shot* (the house-organ) the company would have suffered infinitely more at the hands of organized labor. *Buck's Shot* did much toward cementing the loyalty of the dealer and the salesmen to the company."

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SOME "NEW USES"

It is a new idea for the employees of a department store to present their employers with a page of advertising, and banks don't as a rule take whole newspaper pages to wish their friends



—and others—a happy new year. The advertising manager of The Emporium goes on record that the page ad was a genuine surprise, planned by the employees and paid for entirely by them. Probably the makers of memorandum books would feel that the bank

1913

At the close of another year—that means when even business lulls to the call of the heart—we look back and then forward, first in a spirit of appreciation and then with high hopes and aspirations for the year to come.

The Union Trust Company has prospered. It has gained only by that policy upon which all true business successes are accomplished—service.

It has prospered because of the loyalty and the generous patronage of its friends.

It has grown and developed because it has been permitted to exercise the functions which are helpful and profitable to those it serves.

And so all the enterprises we work that could carry the thought of thanks from the organization, to those whom we can call friends, we can feel but one that covers the whole scope of this institution—appreciation.

To those whom we serve, to those who come daily to be able to use our funds, to those who place their money in our hands, to those who are connected with this company, we come, here at the gateway of another year, with the wish that which there is nothing in our hearts more sincere.

A Happy and Prosperous New Year

Edw. J. Hogan, President
John M. Hogan, Vice President
John M. Hogan, Secretary
John M. Hogan, Treasurer
John M. Hogan, Assistant Secretary
John M. Hogan, Assistant Treasurer
John M. Hogan, Assistant Secretary
John M. Hogan, Assistant Treasurer

UNION TRUST COMPANY
 LITTLE ROCK, ARK.

ad was a waste of money—but there is no evidence that the bank's customers don't receive their annual novelty just the same.

Your Office or showroom

HERE



THE NEW WOOLWORTH BUILDING

Will be the converging point of nearly **50 transportation lines—2** subways; **4** elevated lines; **2** tunnels; Jersey, Brooklyn and Staten Island ferries, **2** bridges and dozens of surface lines covering both Manhattan and Brooklyn. *It is the most prominent landmark in New York and is known internationally.*

For rates write

EDWARD J. HOGAN, Agent
 New York City

3 Park Row Cortlandt 5279

Pictures Will Sell Your Product.

Here's a new and more powerful way to use them:

Show brilliantly illuminated pictures of your processes, plant and product on the wall of the buyer's office with a powerful



The Victor can be used in any office where there's a light socket by any salesmen. Now used exclusively by National Cash Register and many other salesmen.

Let us tell you how. Write today.

**Victor
Animatograph
Company**

124 Victor Building
DAVENPORT, IOWA, U. S. A.

OUTDOOR TEASER TEST IN COLOR A HIT

OLD STUNT WORKED IN NEW WAY WITH NEW MEDIUMS ON AN OLD FAVORITE, SO AS TO REVIVE ITS WANING POPULARITY—PAINTED DISPLAY THE BACKBONE ON AN INTERESTING CHICAGO CAMPAIGN

How to revive a good old "has been"?

Here's one way, and it has proved a very satisfactory way, too, to the advertisers. They started out on a hunt for "something different." They took the despised but fascinating teaser on which so many advertisers have burned their fingers and crossed it with outdoor color, and then again with a bright little idea. The result has proved very attractive.

The advertisers are the P. Lorillard Company, manufacturers of tobacco, and the article advertised was its well-known "Climax" chewing tobacco. This has been on the market for more than 50 years and still has considerable sale. The P. Lorillard Company was one of the component parts of the old American Tobacco Company, and since its restoration to individual responsibility has been going over its list of products to see what it had that could be built up rapidly. "Climax" was one of them and it has laid out a campaign, beginning in Chicago.

It was considered that something in the nature of a jest would appeal to the tobacco-chewing public, and the popularity of the "daffydill" probably suggested the line.

A large number of bulletins were taken all over the city in locations where they would be seen by the class likely to buy, and the word "Max" was painted in large letters in the center of each. With each of these was a legend in smaller letters—as "O. U. Max," "Max was born in Old Virginia," "Max has plugged along for years," "Max, the old plug, wins every time," "Max wears nothing but a leaf," "Max is tagged; he's it!" "Max is all around, but on the square," etc. These bulletins were up for three

weeks before any change was made in them. There was a good deal of talk and joking about them and some of the legends became by-words and catch-phrases around town.

Then the company sprang the solution. Gangs of painters went out and painted in before the word "Max" the letters "Cl," so as to make "Climax," and after it the word "plug." Some of the legends they left and others they painted out and substituted therefor the catch line, "The grand old chew."

At the same time that the painters were letting the cat out of the bag on the bulletin boards the company sent out thousands of hangers in yellow and red, to be placed in tobacco and barber shops and the like. They were in sets



TWO SHOWINGS OF A SERIES

of two, the two outsides showing the teaser ads and the two insides the plain ad, "Lorillard's Climax Plug."

Early in the campaign, another stunt was added to assure the dealers' co-operation. A card with a nickel attached was given to each of the 500 Chicago employees of the Thomas Cusack Company, which was handling the campaign, and they were requested to go each to his nearest dealer, purchase a plug of Climax and tell the dealer about the advertising being done. They were asked to attach the Climax tag to the card and return it to the office with a brief statement of the dealer's opinion of the campaign. The plan was used in place of hand-



The Longest Advertised Silverware

If you were making up a list of the longest and most persistently advertised articles, you would find it necessary to put at the top of the list

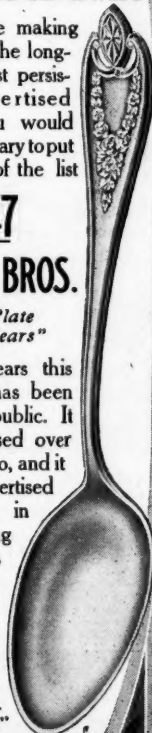
1847

ROGERS BROS.

*"Silver Plate
that Wears"*

For 65 years this silverware has been before the public. It was advertised over 50 years ago, and it has been advertised continuously in the leading magazines for more than 25 years. A striking example of "Keeping Everlastingly at It."

INTERNATIONAL SILVER CO.
MERIDEN, CONN.
Successor to Meriden
Britannia Co.



The fact that every copy of

PHYSICAL CULTURE

goes into a home, adds 50% to its ability as a result producer for advertisers. It is read in a place and at a time when the mind of the reader is free to grasp the import of the advertiser's message.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns



TRADE MARKS -

The Cog Wheel That Makes Business Success!

Your trade-marks are the all-important cog wheel between you and millions of consumers you are trying to sell. Can you keep it in place?

If Your Trade Mark

is used by another, liken it to a cog wheel out of mesh. Are you spending money in advertising and sales promotion to give power to a cog wheel with broken teeth? It is your business to drive the cog. It is our business to protect it.

FREE Copy of U. S. Law and the Trade-Mark News

Write today on your business stationery and we will send the U. S. Trade-Mark Registration Law, a copy of the Trade-Mark News, containing up-to-date information for advertisers and trade-mark owners.



TRADE-MARK TITLE CO.
223 Physician's Defense Bldg.
FORT WAYNE, INDIANA
"Marks of Trade That
Stand for Goods."

ing out samples and proved many times more effective in enlisting the dealer's interest.

These personal calls were followed up with a letter to the dealers.

By these unusual means, taken as a whole, interest in the brand was revived among several hundred dealers, many of whom had almost forgotten about it. The plan has proved so successful that it will be extended to other cities.

COMMISSION APPOINTED TO REGULATE OUTDOOR SIGNS IN NEW YORK

William J. Gaynor, Mayor of New York, has appointed a committee of citizens to consider the advisability of making recommendations for additional legislation to regulate outdoor advertising sign conditions in New York City. The commission consists of the following: H. Robert Grier Cooke, president of the Fifth Avenue association, chairman; Henry W. Sackett, vice-president of the American Scenic and Historic Preservation society; Reginald P. Bolton, secretary of the Washington Heights Taxpayers' association; Edmund B. Wells, architect; Ingalls Kimball, of the Cheltenham Advertising Service; Walter Stabler, comptroller of the Metropolitan Life Insurance Co.; and Albert S. Bard, secretary of the Municipal Art Society, who is also the commission's secretary.

The commission will consider outdoor signs from every approachable angle. Among the points it is proposed to cover by new legislation are those having to do with sanitation, fire and wind hazard, alleged immoral and criminal conditions created by outdoor signs, securing uniformity of size, and preventing special forms of ugliness, elimination of vulgar advertising approaching or passing the limits of decency, and matters concerning taxation which include the possibility of an excise tax on the business of outdoor advertising or the elimination of the so-called double tax which assesses specific sites for the potential value as stands for advertising.

Much of the commission's work will be based on the recent report of Raymond J. Fosdick, former Commissioner of Accounts of New York city, whose exhaustive analysis of billboard conditions included the recommendation that unsanitary and dangerous conditions in some localities be eliminated.

Albert S. Bard, secretary of the commission, says he will welcome suggestions on proposed billboard and sky sign regulation from readers of **PRINTERS' INK**. Mr. Bard's address is 25 Broad street, New York City.

The Poor Richard Club, Philadelphia, will hold its seventh annual dinner in the ball room of the Bellevue-Stratford Hotel on Friday evening, January 17.

LETTERS THAT GET THE BUSINESS

(Continued from page 8)

And, seriously, won't you give us a chance to prove its strength and truth? Please sign the letter and send it back.

Thank you.

When we started this "stunt" I was afraid of it, thought it was too "smart." It proved out in great shape, though we discovered by accident one day some months later that it was about 50 per cent more effective when addressed to men under thirty years old. Thereafter we were, of course, governed accordingly.

SALES STRATEGY BY TELEPHONE AND TELEGRAPH

At about this time, through a short series of trials, we began to become interested in the use of the telegraph and long distance telephone as a means of putting snap into closing a distant prospect.

One of the tests was the selection of two lists of ten each, all fairly large glue buyers.

To the first ten we sent a series of four letters on successive days, and the day the last letter, personally addressed to the buyer, arrived our salesman also sent in his card.

The first three letters were as personal in all their references and arguments as we could get them (all personally dictated, with longhand foot-notes, etc.) and the fourth stated concisely that our Mr. P. was making a special trip to see Mr. Buyer and was due to call within an hour or two after the letter.

The initial sale resulting was one.

To the second ten we sent the same sort of letters on three successive days, and closed with the following night lettergram:

May 2, 1910.

We offer value, absolute uniformity and service, a combination which will get and hold your business for us when compared with what the other fellow can give.

Our Mr. Proctor will send in his card this morning. Talk with him. It will pay you to let us prove it.

PETER COOPER'S GLUE FACTORY.

Initial sales resulting were three.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

News League of Ohio

Average Daily Circulation
For year ending Dec. 31, 1912.

Dayton News

31,738

Springfield News

11,542

During the year the Dayton News carried in Foreign advertising 1,224,356 lines, or within 16,366 lines as much as all other Dayton papers combined.

The Springfield News carried 1,077,552 lines of Foreign advertising, or 583,842 lines more than the other Springfield paper.

It pays to use The News League.

Combination rate 6c a line.

NEWS LEAGUE OF OHIO

Desk R, Dayton, O.

New York—LaCoste & Maxwell,
Monolith Bldg.

Chicago—John Glass, People's
Gas Bldg.

Further tests bore this out, and we used the scheme with the larger buyers for some time as follows:

The salesman, instructed in advance, would go to the local telegraph office in the morning, prove his connection, explain the idea, and inquire about when delivery of the message would be made. Then he timed himself to arrive about ten minutes after the wire, and practically always got a good interview, even from the hardest buyers. This was worth far more than the added cost and bother in many cases.

We often used the telephone on a zone system we worked out with equally successful results.

We were always willing to take in collect wire orders, and this started us out on a new tack.

I went to the Chicago manager of the Postal Telegraph Company and told him we could give him a lot of business if he would help me.

He was interested. I explained our plan. We would furnish him with lists of about 2,000 names divided by location in towns all over the Middle West.

TIMING THE TELEGRAMS WITH LETTERS

We would write these lists three letters on successive days. With the third letter we would send a return collect night lettergram all written out. He agreed to let us print our name in red just under their regular red blank heading, and I studied the mail schedules, and entered the time of arrival of the mail above each town's list of names. Then I got him to notify his branch office manager in each of those towns of exactly what we proposed to do and to request the managers to telephone the various buyers on their respective lists immediately after the delivery of the mail and ask if they could not take the message over the 'phone or send a boy for it.

We worked this all out several weeks in advance, and the returns we got, together with the comment created, made it one of the finest things we ever put over,

and all at a comparatively trifling cost.

Here is a copy of the closing letter and the return wire:

DEAR SIR:

All business is a battle and the weapons are human ability—human brains.

Suppose you could call in a board of experts to advise you on a problem that arose in your business absolutely without charge. You would probably readily accept.

We offer you the services of some practical glue men, men who have spent their lives in the business, to help you with your problem. A trial of this service and our product is at OUR expense.

To facilitate action—to make you realize by such a trial that we can show you a very decided benefit, you will find with this letter a Postal Telegraph Company's collect night lettergram, absolutely complete with the exception of kind and price. The reason we left that blank is because we want to know what your past experience has shown you should pay for your glue.

Won't you just fill it in and hand it to the Postal's boy? No need to write a letter—no need to even call your stenographer—simply send the wire back. You will experience by far the most efficient service and best glue value you have ever had.

Peter Cooper's Glue Factory,
Chicago, Ill.

In accordance with your letter of the twelfth we order a trial barrel of — at — per pound, you to credit our account with the amount returned and pay freight both ways if we decide, after trial, it is unsatisfactory.

H. R. GIBBONS.

Collect all charges for this message from Peter Cooper's Glue Factory.

I have a letter now in my personal file written by one of the big officials of the wire people complimenting us on the business resulting.

Shortly after that I was sent by the company to the New York office for a short time to check up the correspondence there. After I got back to Chicago we worked the same plan with the wireless people to prospects on the Great Lakes towns where they had stations with good results.

WIERS PRESIDENT BUFFALO AD CLUB

At the annual meeting of the Buffalo Ad Club held on January 4th, the following officers were elected for the ensuing year: president, Charles R. Wiers; vice-president, W. P. Werheim; corresponding secretary, G. W. Billings; recording secretary, J. H. Ford; treasurer, G. F. Gaskill.

CALLS IT A LIBEL ON THE PUBLISHING' BUSINESS

THE AURORA BEACON-NEWS.

AURORA, ILL., Dec. 30, 1912.

Editor of PRINTERS' INK:

Re the article in your issue of December 19, "Guaranteed Circulation Urged by A. N. A. M."

These A. N. A. M. boys are some fellows all right, brainy business men and some of them delight in making fun of us poor devils who have the responsibility of enlightening the world, because we do not have time to conduct our business according to the rules of System Sam.

But holy smoke, they sure can get downright ridiculous when they get real earnest about it.

"Guaranteed circulation urged." What do you think about that?

When a publisher says in writing over his own signature he has so much circulation, what more do you want? That gives you the right of action at law to collect damages if the statement is an exaggeration of the truth.

If the statement says 10,000 circulation, price is \$100.00 for a given number of inches, and later the advertiser finds there was only 5000 circulation, by recourse to law he can collect a refund of \$50.00.

Then gentlemen of the A. N. A. M. can urge until they are black in the face, and they cannot get better protection than they have right now, if they want to use it, nor anything dishonest publishers will heed more.

I am mighty sorry there are so many dishonest publishers(?), but I am consoled with the thought that as a class, the honesty and integrity of publishers will compare very favorably with men in other lines of business, and I doubt if advertisers and space buyers have any real license to be continually calling the publishers and representatives thieves, liars, bunko men, and dear knows all what is meant. It's not conducive to good fellowship and pleasant dealing. It certainly does not get anything for the caller but the ill will of the callee.

And, there is a lot said about the newspaper's duty to eliminate from its columns this, that and the other. You know all about that prattle.

Why not some advertising "trade" paper try the plan of cutting out some of this indirect libel on respectable business men.

J. K. Groom, Advertising Manager.

HOW PARCEL POST AFFECTS EXPRESS BUSINESS

Under date of January 7 the New York Sun said:

"Since the opening of the parcel post service, it was said last night, one express company with headquarters in this city has discharged seventy-five employees. In substantiation of this report it was pointed out that Uncle Sam's own express service, even at this early stage, is transacting an enormous amount of business far in excess of the predictions made by the staunchest advocates of its adoption."

We Have Some Very Interesting Facts

to present to three manufacturers in different lines, which we believe will be of vast benefit to their sales departments.

No obligation incurred

by asking us to submit these facts.

Address "M" Box 41
Care of Printers' Ink

ONE IDEA

—just one—may prove to be the germ of a tremendous increase in your business

In the brain cells of the men in your company—in your own for that matter—there are more ideas than you can develop for some time to come. *Get them out into the open!*

Nothing prods an idea into life so quickly as an account of how some one else has handled a situation—a good business book in other words.

Establish a business library. *Let us put it in shape for you.* That's our work. We specialize in business books.

Tear out this ad and send it to us. We will mail you a meaty talk on business libraries and how to use them.

Business Book Bureau

71 Mercantile Library Bldg., New York

The Little Schoolmaster's Classroom

And now comes the announcement that a prominent copy shop will be glad to send its writers out for weeks at a time to live with the business to be advertised, in order that to the fresh point of view of the outsider may be added the "fidelity to detail" that characterizes the work of "the insider."

It used to be thought long ago that it was almost a disadvantage to be on the inside and to know a great deal about the article or the business to be advertised. The outside point of view was the great thing; the man on the inside was too close to the product to see it as the consuming public should see it; besides, advertising was such a separate and distinct branch of business that the mere insider couldn't understand it; and so on. Of course, the argument about bringing in outside heads is still sound and always will be when the bringing in of such outside help means bringing in superior advertising and merchandising ability. But the insider is not nowadays, if he knows the trend of things, so ready to timidly take a back seat in the presence of the outside advertising expert who may be tackling an entirely new problem and may easily go wrong if checks are not provided.

The day of "surface work," of copy and plans hacked up speedily after a few hurried trips to the advertiser's office and his plant, is rapidly waning. Old agency men say that a great change for the better has taken place even in the last five years. The best type of agency man is aiming for the most thorough work, for all the inside information that is procurable from the advertiser's office, as well as from the consuming world; and such an agency man knows that he must keep in close touch with the business to be advertised in order

that he may imbibe its true spirit and be able to rightly interpret it to the reading world.

* * *

A large concern had purchased all of the capital stock of a smaller concern, and some sales letters were being constructed for the use of the smaller concern by a letter-writer of broad experience. From a sales point of view the letters were beyond criticism, but when they were submitted to the advertising department of the large concern an old insider with years of experience in legal and general business matters—a good business lawyer, in fact—was able to point out half a dozen statements that were inadvisable in view of the peculiar conditions surrounding the merger of the two companies. It was somewhat nettling to Mr. Letter Expert to have to sit there and watch his finished work blue-penciled, but it was just one more incident that illustrated the value of having two competent heads on the job instead of one.

* * *

What do you think of that style of letter-writing in which the advertiser gets exceedingly friendly, tells you that he happened to be down at the office to-night, suddenly thought of you and decided that he would write again, and so on? This close, cordial style no doubt gets results from certain people who like that style and who do not see the machinery behind the composition. Sometimes, however, such letters bring amusing responses. For example:

"I certainly am glad to get that letter from you. It's a funny thing, but do you know, my mother-in-law is visiting us, and last evening she said something—mothers-in-law are always making pointed remarks—that reminded me that I owed you a letter. I would have written before, but the weather has been powerful

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bad around here. The lightning hit Jack Smith's barn last Friday. Did it do any damage up your way?"

* * *

An advertiser who puts out millions of pieces of advertising literature that cannot possibly close sales, and that can only draw an inquiry, has a useful rule about the amount of information that runs like this: "Don't give him enough to let him canvass himself. If you do, he will thresh the whole thing over, come to a decision and be tight as a clam by the time our salesman gets there." His policy is to give enough information to stimulate interest, to get the convolutions a-going, but the whole story isn't revealed until the salesman is at hand loaded up with the complete facts and arguments for buying.

* * *

"When I am writing copy," says a New York agency man, "I try to write as if the reader were some one about to go out of that door. I have to stop that person with my attention-catcher and then tell my story quickly before he passes on."

This is the right basis for a great deal of copy and yet one could easily go wrong in following such a rule too closely. Cigars and suburban homes can't be treated alike. A cigar is not a subject of great importance to Mr. Average Man. You can hardly hope, unless you are able to write matter of unusual interest, to hold him to a long story about a cigar. But a home is a matter of much more importance, and you can hold him to a good-sized story if you are skilful enough to get him properly stopped with your "attention-catcher," whether that be illustration or carefully phrased headline.

Sometimes, too, a mistake is made by assuming that a certain style of composition is well adapted to all kinds of copy-writing. The easy, slangy talk that a man might take kindly and even admiringly when the copy is about tobacco might affect him the other way if it were about eleva-

To Advertisers and Agents :

On November 26 I disposed of my entire interest in the Knoxville Sentinel and will hereafter devote my time exclusively to the Chattanooga News and to the Weekly News and Farm Journal, which papers I have also controlled for the past four years.

I have already ordered new machinery to improve the mechanical equipment of the News, have strengthened its staff in every department and the results are already being manifested. The general advertiser is pretty well acquainted with what I have done in newspaper building in Knoxville in the past seventeen years. I am confident of making an even better record in the larger field of the News.

Chattanooga is the little giant of the New South. No city in Dixie of its size is making more rapid progress. From historic Lookout Mountain, center of a panorama of siege and devastation in the 60's, one may look down on a valley dotted with 400 factories and containing a city of 100,000 population. In the territory of the News are some 2,000,000 people and it is as prosperous a region as is found anywhere in the United States. The News already stands first in this territory. I also expect to make the Weekly News and Farm Journal a strictly agricultural paper with a circulation centered in the states of Tennessee, Alabama and Georgia. The most marked improvement in the South is in methods of agriculture, and I believe this field to be one of the greatest in journalism.

I thank the advertisers and agents for their long extended appreciation shown for all publications with which I have been connected and I invite their continued patronage, as our merits deserve.

G. F. MILTON.

Chattanooga, Tenn., Jan. 1, 1913.

PRINTERS' INK NEW RATE CARD

BECOMES EFFECTIVE

FEBRUARY 1, 1913

German Families are Large

and large families are large consumers. Think what a quantity of goods the 128,000 or more German families consume that you reach by advertising with us. Rate, 58c. flat. Why not let us run your ad in the

Lincoln Freie Presse
LINCOLN, NEB.

tors or adding machines. The medium, the article, the person to be reached—all these things must be considered before you settle on

NOT SPINELESS

You Like Your Advertising In This Sort of Paper?

221 South High St., Janesville, Wis.
Tuesday, December 31st, 1912.

Editors & Publishers of Gazette:

Permit me to thank you for your loyalty to right, your positive and firm opposition to "lawlessness," and the upholding of "City Authority," in its effort to make Janesville a clean city; thus giving a tone to business, a protection to home, and an uplift to character. Appreciation is due you and prosperity desired for you in the future of the Gazette.

Yours Courteously and Sincerely,

REV. J. WILLARD SCOTT.

And Janesville, Wis., is a clean city now. The influence of the Gazette reaches 5,000 homes.

M. C. WATSON, Flatiron Bldg., New York City, N. Y.
A. W. ALLEN, 1504 Tribune Bldg., Chicago, Ill.

Edw-Edz

Celluloid

Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

Did You in 1893 or 1894

Take Life Insurance for \$10,000 (or more) dividends deferred in any American company on which premiums to date are paid? If yes, I have interesting and profitable information.

J. A. STEELE, 170 Broadway, NEW YORK

AUXILIARIES TO PUBLICITY CAMPAIGNS

W. A. ANDERSON & CO.

81-83 FULTON ST. NEW YORK

DESIGNERS-IMPORTERS-MANUFACTURERS

OF
ADVERTISING SPECIALTIES

the style that is most likely to do the work.

* * *

Here's a good sensible bit of advice relating to the subject of negative appeals. It is from the *Furniture Record*:

In a single ad of a furniture store we find, boxed in one corner, some copy headed, "A Warning!" In the other corner it was necessary to explain how the goods are marked, and why they are marked in plain figures. Then we find the line, "No trick or scheme—simply a square deal." In the feature matter we read that the "reductions are absolutely bona fide, in every respect." There is also a reference to "Facts—not bluffs."

The point is this: How can a woman, or a man, read this ad without becoming suspicious? Not necessarily suspicious of the advertiser, but of furniture stores generally. It does seem as though the on-the-square stores should ignore the methods of the crooked stores. What's the use in stirring it up? Paddle your own canoe—the other fellow will hit a rock soon enough.

* * *

"Is the book worth two dollars?" asked an inquirer of a business man who makes it a rule to read every important-looking business work that comes out.

"I got one good idea from it as to the rearranging of our office that was easily worth one hundred dollars," was the reply. "You can't very well lose on two dollars; you don't have to get much, you know, in the way of ideas, to get ten dollars' worth."

The idea that this business man says he applied to his office was an idea illustrated in the book in the arrangement of a machine shop. Most readers would have seen in it only a good suggestion that could be made to apply to other machine shops. He saw further.

The fundamental trouble seems to be that many want cyclopædias of cut-and-dried plans. They want their mental meat digested by others. These things they will never get. Rarely are two businesses—any two advertising and selling problems—exactly alike. He who would use the brains of others must not only have the eyes to see but the ability to adopt.

Tennyson said that a man is part of all he has met. So is a

successful business. It is run largely by plans that its alert captain and lieutenants have gathered out of the rich experience of others and modified to particular needs.

* * *

A Western manufacturer makes it a rule to use a separate sheet of paper for every subject when writing to the traveling salesman. Two or three very good arguments favor this practice.

When a long letter is dictated by the sales manager to one of his road men, usually several important matters are brought to the traveling man's attention in one letter. The first paragraph may refer to some small matter that needs no special attention. The second paragraph may contain a request for information which the salesman cannot furnish for several days. The third paragraph may contain some special instructions regarding price concessions which the sales manager wishes his road man to make to a customer he expects him to call on within a day or two. Because of faulty dictation or transcribing, it sometimes happens that two subjects are incorporated in one paragraph, and so on. It will be seen that it is necessary for the salesman to carry all correspondence from his house until every matter in each long letter has been properly taken care of. Very often, on this account, important matters are overlooked in the reading and re-reading of letters. Experience has proved in this case that the best policy is to treat one subject on each sheet of paper. These sheets may be returned to the home office, destroyed or kept in packages in the trunk when completed.

"ASSOCIATED ADVERTISING" SUCCEEDS "VOICE"

Associated Advertising is the new name of the official organ of the Associated Advertising Clubs of America. The publication was formerly called *The Voice*.

This new name, suggested by the Publication Commission, and adopted by the Executive Committee, is thought to express more clearly the editorial policy of the publication, which will be to review every branch of advertising represented in the associated clubs.



Progress

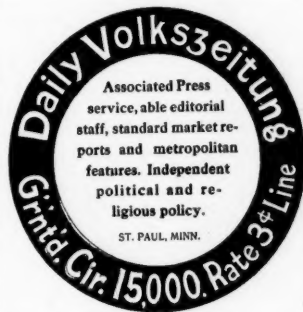
of a most phenomenal year is closely linked and identified with Pittsburgh's progressive newspaper — in the great Pittsburgh district—

The Pittsburgh Post

(Every Morning and Sunday)

The annual gains in advertising and circulation attest a remarkable record by a paper that gets in with the people.

EMIL M. SCHOLZ, General Manager.
Cone, Lorenzen & Woodman,
Foreign Representatives,
New York. Chicago.



GERMAN NEWSPAPER ALLIANCE, Inc. 45 West 24th St. NEW YORK

'Phone 2180 Greeley

Over 500 Papers and Magazines
Over 14,000,000 Readers

A. J. MEISTER, Pres. B. LIEBENSTEIN, Vice-Pres.

"FIRST HANDS" IN PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialties and souvenirs. Free "Buyers' Information Service" to subscribers. *THE NOVELTY NEWS*, 213 S. Market St., Chicago; 120 big pages; illustrated; \$2 year; 20c copy; mail or news-stands. No free copies.

Classified Advertisements

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

We believe an advertiser should know exactly *what* he is buying. So far as is humanly possible, we not only tell, but actually *show* plans, charts and other data, absolutely devoid of technicalities or "atmosphere." Write on letterhead for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

HB

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

FOR QUICK RESULTS USE THE DENVER WEEKLY POST. Guaranteed paid circulation over 110,000, growing all the time, delivered by Uncle Sam—No street or newsstand sales. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads 3c a word (black face caps count double). Display advertising rate 25c per line, \$3.50 per inch flat. Sample copy and circulation by states sent on request.

AD. WRITERS

"COPY entirely satisfactory," writes agency. Have you too much advertising copy to write alone? Let me assist you. **ALFRED WONFER, 31 Clinton St., Newark, N. J.**

Letters that say much in a few words, hold attention and create interest in your proposition. Write me for rates. HAROLD E. ISING, 66 Kenilworth Place, Brooklyn, N. Y.

COIN CARDS

\$2.60 per 1,000. For 6 coins, \$3.00, any printing. **DODD PRINTING CO., Fort Madison, Ia.**

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 141 E. 25th St., New York.**

FOR SALE

FOR SALE

Goss perfecting press, printing, folding and pasting 5,000 16-page 15x11 in. papers per hour, or 9,000 eight-page, same size. This press does good work. Paper sold and no further use for same. \$1,000, F. O. B., Cleveland, if sold before Feb. 15. F. M. Barton, Caxton Building, Cleveland, Ohio.

HELP WANTED

"A BULLY CHANCE"

A BULLY CHANCE for a wide awake solicitor. Permanent connection with a growing Agency handling much printing, where "making good" means an interest in the business. Strictly confidential. Box 647, Printers' Ink.

EXPERIENCED Trade Paper Man wanted to take charge of business management of established and growing publication. One who, if suited, is qualified to become financially interested is desired. "Business Manager," P. O. Box 879, New York.

ADVERTISING SOLICITOR wanted for western trade paper. He must be live, have ideas and be able to deliver the goods. Send details of your experience, references and salary expected. Address, Box 628, care of Printers' Ink.

TRAVELING SALESMEN to work every day Imperial Line Calendars and Novelties on liberal commission basis. We help you build up a fine permanent trade. A splendid line that appeals to buyers. Write fully experience and references first letter. **SPOTSWOOD SPECIALTY CO., Lexington, Ky.**

Wanted

An Advertising Manager

One who has had some successful experience in the advertising and marketing of proprietary medicines. One who can write good convincing copy and will undertake the entire management of an introductory campaign of an exceptionally meritorious proprietary medicine. We want the right man either for full or part time, and preferably one residing in the Metropolitan district. Apply **PERMANENT, Box 653, care Printers' Ink.**

MISCELLANEOUS

CHEWING GUM

Makes fetching big little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—write just the thing for expositions, etc. Write today for samples and prices. **HELMET GUM FACTORY, "Ad Dept.," Cincinnati.**

POSITIONS WANTED

HAVE an experienced assistant. For a young man now advertising, correspondent, traveling salesman. **RAMSAY, Brewster Ave., Cincinnati.**

OFFICE MANAGER (29) familiar advertising detail; experienced solicitor; capable correspondent; desires **INSIDE** connection with publication or commercial concern in or near **N. Y. Box 630, care Printers' Ink.**

WANTED—Position on newspaper art staff. Can send samples of one hundred cartoons published in a leading daily. **Box 651, care of Printers' Ink.**

ACTIVE YOUNG MAN seeks position with publishing house. Best experience in make-up, illustration, proof-reading, correspondence and office management. Excellent reference. **Box 649, care Printers' Ink.**

AN Energetic Young Man who can write advertisements that take, desires a position as copy writer or advertising manager's assistant. At present publishing an advertising medium. **I. C. S. student. Box 648, Printers' Ink.**

CAN you use a technical man? Four years' advertising experience with manufacturer and agency. Writes both technical and general copy—the sensible, convincing kind. Understands mediums, type, layouts, art, engraving, etc. **Box 656, care Printers' Ink.**

AUDITOR now working his own special system of advertising accountancy desires to get together with assistant associated with large advertising or newspaper concern who is looking for results and a guaranteed monthly balance. Address "Auditor," **P. O. Box 1128, New York City.**

Mr. Advertiser

Here is a young man with brains. Knows his business from **A to Z** and wishes to make connection with some advertising or catalogue house. Can you use him? **A-1** references furnished. **Box 654, care of Printers' Ink.**

AD MANAGER'S ASSISTANT—Anywhere. Virile, aggressive, competent—experienced in all mediums of publicity. Retail store and long agency connections. Impeachably conscientious—pure in habits and purpose—worthy of implicit trust. Writer of letters, copy and literature that bespeak power. **Box 358, care Printers' Ink.**

Well-Worth Investigating

Assistant Advertising and Sales Manager of large corporation, a keen analyst and with unusually broad business experience and legal training, desires another position, preferably in advertising agency. Record assures highest satisfaction. **Box 645, care of Printers' Ink.**

Sales Manager

(35) thorough office executive; widely travelled; a **BUSINESS GETTER**, very efficient handling salesmen, correspondence and circularizing campaigns. Successful methods securing distribution through trade channels. Capable handling large buyers. Twelve years' sales and advertising experience. **A. C. G., Box 639, Printers' Ink.**

The Services of an Advertising

Salesman experienced in Newspaper, Magazine and Trade Paper field, now employed and producing results, must be wanted by some Newspaper or Trade Paper. He desires change for personal reasons. Correspondent, Copy-writer, and capable on lay-outs. Would be valuable to manufacturer or wholesale house. Best references. Address, **Box 650, care of Printers' Ink.**

**DEPARTMENT STORE
ADVERTISING MAN**

26 years old, college graduate, thoroughly conversant with merchandise and advertising, habits above reproach; past 2 years adv. mgr. of small Chicago department store; business shows a ten per cent. increase; have reached my full growth here and want a bigger job as advertising manager or assistant with retailer or manufacturer. Will leave city. Address **Box 655, care Printers' Ink.**

Mail-Order Advertising Man

with department store experience desires position with retail store or manufacturing house that sees the advantage of the Parcel Post in developing mail-order business. Can outline entire campaign and carry it to a successful conclusion. Able to install system; buy paper, art work, plates, and printing; write good copy and manage help. Good correspondent. Six years in advertising work. References and samples on request. Address, **Box 657, care of Printers' Ink.**

**Advertising Assistant
and Correspondent**

Here's experience that will make me valuable to some big, busy advertising manager or agency. Four years as correspondent for large company—one year as partner to printer—two years as writer for agency—one year as correspondent and advertising writer for manufactory. My age is 27 years. I am married. Now employed. Address, **Box 646, care of Printers' Ink.**

Advertising Manager

For past three years connected with leading anti-friction bearing concern. College graduate, former shop man, machine designer and magazine writer; now specialist in technical advertising. Twelve years in the automobile industry. Has handled successful advertising and selling campaigns for high grade automobile lamps, horns and carburetors, electrical apparatus, tire protectors, bearings, automatic packing machinery, etc. Careful analyst; strong, clean-cut copy writer. Because of change in management and policy of present connection, will be open for engagement March 1st—sooner if desired. Only highest class propositions considered. Present location in the East. Address, **Box 652, care Printers' Ink.**

PREMIUMS

Parcel Post Zone Map

Now ready for distribution.
Latest Advertising and
Circulation Feature.

Write today for terms.

S. BLAKE WILLSDEN
32 S. Wabash Ave., Chicago

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, 26,377. Best advertising medium in Alabama.

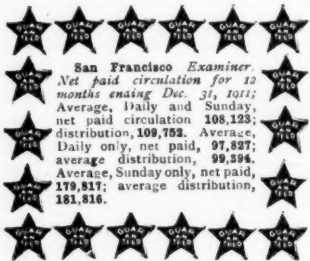
Montgomery, Advertiser, net av. year 1911, Dy. 17,669; sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

ARIZONA

Phoenix, Gazette. Average Nov., 1912, 6,228 daily. A. A. ex. regularly.

CALIFORNIA

San Diego Union. Sworn circulation, Nov., 1912, Daily, 11,681; Sunday only, 16,016.



San Francisco Examiner. Net paid circulation for 12 months ending Dec. 31, 1911; Average, Daily and Sunday, net paid circulation 108,123; distribution, 109,752. Average, Daily only, net paid, 97,827; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1911, 7,892; 1912, 8,124.

Meriden, Morning Record. Daily av.: 1909, 7,709; 1910, 7,893; 1911, 8,086.

New Haven, Evening Register, daily. Aver. for 1912 (sworn) 19,193 daily, 2c.; Sunday, 15,476, 5c.

New London, Day. Evening. Circulation, 1911, 7,141; 1912, 7,467. Double all other local papers.

Norwalk, Evening Hour. Average circulation 1911, 3,645. Carries half page of wants.

Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, 7,616; Sunday, 7,859.

DISTRICT OF COLUMBIA

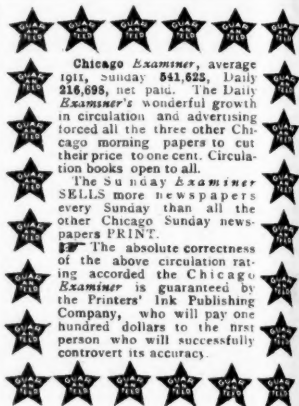
Washington, Star, Evening and Sunday. Average daily 4 mos. '12, 64,164 (C.C.). Carrier delivery.

ILLINOIS

Chicago, Polish Daily News (Dziennik Chicagowski). November daily average, 19,250.

Joliet, Herald, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.

Peoria, Evening Star. Circulation for 1911, 21,140.



Chicago Examiner, average 1911, Sunday 541,623, Daily 216,695, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

INDIANA

South Bend, Tribune. Sworn average Dec., 1912, 12,640. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1912, daily, 9,875; Sunday, 10,854. "All paid in advance."

Des Moines, Register & Leader. (av. '11) 35,963. Evening Tribune, 10,316 (same ownership). Combined circulation 55,879—35% larger than any other Iowa paper. Supreme in want ad field.

Washington, Eve., Journal. Only daily in county. 1,956 subscribers. All good people.

Waterloo, Evening Courier, 54th year; Av. dy. 6 mos. to July 1, '12, 8,731. Waterloo pop., 29,000.

KENTUCKY

Louisville, Courier-Journal. Average 1911, daily and Sunday, 28,911.

Louisville, The Times, evening daily, average for 1911 net paid 47,956.

LOUISIANA

New Orleans, Item, 1st 6mo. 1912, daily ave. net, 43,870. Sun. ave. net, 45,744. A. A. A. examination.

MAINE

Augusta, Kennebec Journal, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1911, daily 10,444.

Portland, Evening Express. Average for 1911, daily 17,625. Sunday Telegram, 12,018.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Dec., 1912, 76,181.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1911, 194,614—Dec. av., 187,178.

Sunday 1911, 323,147—Dec. av., 334,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

2,327,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston, *Daily Post*. December circulation averages of *The Boston Post*: *Daily Post*, 401,460; *Sunday Post*, 321,504.

Boston, *Herald* and *Traveler-Herald*. All-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation in evening.

Lawrence, *Telegram*, evening, 1911 av. 8,408. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1910, 16,682; 1911, 16,987; 1912, 18,338. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1911, 18,871.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg's ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1912, 83,463. Jackson, *Patriot*. Aver. year, 1911, daily 10,365; Sunday, 11,215. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,887.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Journal*. Every evening and Sunday (©). In 1911 average daily circulation, evening, 75,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for Dec., 1912, evening only, 83,215. Average Sunday circulation for Dec., 1912, 84,433.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,686. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,313.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

NEW JERSEY

Camden, *Daily Courier*, covers Southern New Jersey. 10,567 daily average 1912.

Camden, *Post-Telegram*. 10,415 daily average 1911. Camden's oldest daily.

Trenton, *Evening Times*. 10-'07, 20,370; '08, 21,326; 20-'09, 19,062; '10, 19,238; '11, 20,115.

NEW YORK

Albany, *Evening Journal*. Daily average for 1911, 18,381. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Evening*, evening, 53,891.

Buffalo, *Evening News*. Daily average, 1912, 10 months, 99,300.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1912, 6,739.

NEW YORK CITY

The Globe Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 137,713. A. A. A. and N. W. Ayer & Son certificates. Schenectady, *Gazette*, daily. A. N. Liecety. Actual Average for 1911, 20,317. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, *Union Star*, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*, mo. Average for 1912, 2,666.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (e.), av. Dec., '12, 4,146. *Semi-Weekly Sentinel*, av. Dec., '12, 6,331.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,139; Sunday, 135,191. For Nov., 1912, 108,855 daily: Sunday, 140,383. Youngstown, *Vindicator*. D'y av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, *Times*, daily. 21,645 average, Dec., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1912, 93,251; the Sunday *Press*, 178,787. Washington, *Reporter and Observer*, circulation average 1911, 12,823.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 16,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, eve., net, sworn, 18,555, 9 mo. to Sept. 1, '12. A.A.A. examination. Williamsport, *Daily Sun and News*. Average for December, 1912, 17,025. York, *Dispatch and Daily*. Average for 1911, 18,527. Covers its territory.

RHODE ISLAND

Pawtucket *Evening Times*. Average circulation for 1912, 21,097—sworn. Providence, *Daily Journal*. Average for 1911, 33,087 (©©). Sunday, 32,088 (©©). *Evening Bulletin*, 50,486 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 5,445.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1911, 8,239.

Columbia, *State*. Actual average for twelve months ending

June 30, 1912, daily 17,970; Sunday, 18,525. August, 1912, average, daily, 20,986; Sunday, 20,956.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1912, 6,083. Examined by A.A.A. Burlington, *Free Press*. Examined by A.A.A. 8,958 net. Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.). Av. Dec., 1912, 5,414. *The Register* (morn.). av. Dec., '12, 3,167.

WASHINGTON

Seattle, *The Seattle Times* (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,005 daily, 33,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1911, daily, 19,001 Sunday, 27,388.

Tacoma, *News*. Average for year 1911, 19,210

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average 6 mo. ending Sept. 30, 1912, 4,053. Established over 40 years ago.

Janessville, *Gazette*. Daily average, Dec., 1912, daily 6,038; semi-weekly, 1,872.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 48,104, an increase of over 4,000 daily average over 1911. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Racine (Wis.), *Journal-News*. Average Sept. 1912, circulation, 7,390. Av. 6 mo. 7,065.

MANITOBA, CAN.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911, 22,025. Rates 55c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

QUEBEC, CAN.

Montreal, *La Patrie*. Av. year 1911, 44,981 daily; 55,897 weekly. Highest quality circulation.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Av. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW HAVEN *Register*. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (©©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE *Chicago Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 346,546 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN' THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., '12, amounted to 204,621 lines. The number of individual advertisements published was 31,920.

by Printers' Ink Pub. Co. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.





THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.



NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.



THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

OHIO

THE Youngstown *Indicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(G.M.) Gold Mark Papers (G.M.)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign G.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

The Mobile *Register* (G.M.). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*. Dy av. 1st 4 mos. 12, 64, 154. (G.M.) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (G.M.), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Inland Printer*, Chicago (G.M.). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (G.M.). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (G.M.).

Boston *Evening Transcript* (G.M.), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (G.M.). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (G.M.). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (G.M.) is THE advertising medium of Brooklyn.

Dry Goods *Economist* (G.M.), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (G.M.) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

Engineering Record (G.M.). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (G.M.). Specimen copy mailed on request. 253 Broadway, N. Y. *New York Herald* (G.M.). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

The Evening Post (G.M.). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*."—Printers' Ink.

Scientific American (G.M.) has the largest circulation of any technical paper in the world.

The New York *Times* (G.M.) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (G.M.), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (G.M.) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1912, sworn net average, Daily, 93,251; Sunday, 175,787.

THE PITTSBURG (G.M.) DISPATCH (G.M.)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (G.M.), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (G.M.) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle *Times* (G.M.) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (G.M.), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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LOOK FOR THE "EAGLE A" WATER-MARK
IT'S A GOOD HABIT



29 Mills—Each Specializing in Specific Grades of Writing Paper Means Full Paper Value To You

¶ The value of specialization applies in a no more important sense to an individual than to a manufacturing plant.

¶ The direction of every natural ability in one specific line presages better results than does a less concentrated effort.

¶ This truth is a contributing factor to the fine qualities of



¶ While the line comprises 34 distinct grades, colors and finishes, no one of our 29 mills produces them all—each specializes with the result that the best possible quality in a particular grade is produced.

¶ No matter how little you know about paper-quality, you can rest assured that you are getting the best at the price you pay—if you permit yourself to be guided by the water-mark of the "Eagle A."

Ask your Printer or Lithographer to show you samples of



Or, write us and we will send you a Portfolio containing Printed Business Forms on six of our products. Write today.

To make your letters most impressive and convincing use



COUPON BOND

The De Luxe Business Paper
The Peer of the "Eagle A"
Water-Marked Line.
May we send you samples
of this paper?

In writing please mention which of these Sample Sets you prefer.

AMERICAN-WRITING-PAPER-COMPANY
31 Main Street; Holyoke, Massachusetts
Twenty Nine Mills

OLD HEMPSTEAD BOND



SECURITY TRUST BOND

INCENTURE BOND - GOVERNMENT BOND - PERSIAN BOND - ROMAN BOND - STANDARD BOND

AGAWAM BOND - BANKERS' BOND - CONTRACT BOND - COUPON BOND - JAPAN BOND



AS THE CRYSTAL GAZER, READS THE FUTURE IN THE IMAGE OF A WORK BEGUN, SO BUSINESS IMAGINATION, BACKED BY ENERGY, SKILL AND INTEGRITY CREATES GREAT THINGS.

Studebaker

Sixty years ago the founder of the Studebaker Corporation established in small beginnings that great vehicle industry which has grown steadily with the growth of the nation until today it stands first in the world. The qualities that have made the name Studebaker the synonym for Success give that name the force of a true guarantee when it is carried by harness, carriage, wagon or automobile.

THE
STUDEBAKER CORPORATION
SOUTH BEND, IND. :: :: DETROIT, MICH.

If anything finer than the above has appeared as an advertisement within the past forty years it got by without my seeing it. It couldn't have escaped both memory and record. It is itched on my boy's wall, for its advertising value, however; if it doesn't prove a real inspiration to him, I'm mistaken about the kid.

THE above comment, written on one of a series of magazine advertisements prepared for The Studebaker Corporation by Frank Seaman Incorporated, was sent anonymously to the advertiser by a reader in St. Louis. It may be taken as a sincere tribute to the force of the impression the advertising was designed to convey.